

**DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
June 15, 2011 – 7:30 a.m.
First Floor Conference Room - 301 Walnut Street
Windsor, CO 80550**

MINUTES

A. Call to Order

Chairman Winter called the meeting to order at 7:30 a.m.

B. Roll Call

The following Board members were present:

Chairman Bob Winter
Secretary/Treasurer Craig Peterson
Thomas Ladd
Brent Phinney
Kristie Melendez
Charlie Manweiler
Ryan Kinnison (alternate)
Vice Chairman Dan Stauss

Excused:

Also present:

General Counsel

Lucia Liley - Liley, Rogers & Martell
(by phone)

Town Manager

Kelly Arnold

Town Attorney

Ian McCargar

Director of Finance

Dean Moyer

Associate Planner

Elizabeth Fields

Special Events Coordinator

Casey Muller

Town Clerk

Patti Garcia

C. Review of Agenda by the Board and Addition of items of New Business to the Agenda for Consideration by the Board

Board Member Phinney requested "Website Update" be added to the agenda.

D. Approval of Minutes from the April 27, 2011 and May 18, 2011 Board of Directors Meetings

Board Member Phinney motioned to approve the Minutes as presented; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Peterson, Manweiler, Winter, Ladd, Phinney, Kinnison, Melendez

Nays – None. Motion carried.

E. Report of Bills & Budget Calendar – D. Moyer

Finance Director Moyer reviewed the bills as presented in the DDA packet and recommended approval. It was noted that a page was missing from the list of bills which Mr. Moyer stated would be sent electronically to the DDA members.

Town Manager Arnold noted the budget calendar that was included in the packets and stated he wanted the DDA board aware of the Town's budget process and benchmark dates.

Board Member Ladd motioned to approve the bills as presented; Board Member Phinney seconded the motion. Roll call on the vote resulted as follows:

Yeas – Peterson, Manweiler, Winter, Ladd, Phinney, Kinnison, Melendez

Nays – None. Motion carried.

F. Consideration of the Downtown Development Authority Plan of Development – L. Liley/K. Arnold

Counselor Liley, joining by teleconference, noted that the joint meeting that had been held June 6 with the Town Board and Planning Commission was successful. No changes to the Plan of Development (POD) were recommended at the meeting. A representative of the school district was at the joint meeting and requested to be apprised of specific projects that come up. Ms. Liley noted that it is not a statutory requirement but it would be a good thing to do as they recognize the benefit of downtown redevelopment. It was reported that the required published notice has been sent to the newspaper and a draft of the resolution has been prepared for Town Board approval of the POD. Town Manager Arnold noted the POD would be considered by the Planning Commission that night for recommendation with Elizabeth Fields presenting the item.

Board Member Phinney noted that on page 10 of the POD that the number "21" needed to be deleted at the top of the page.

Board Member Phinney motioned to approve the Windsor Downtown Development Authority Plan of Development as amended; Board Member Kinnison seconded the motion. Roll call on the vote resulted as follows:

Yeas – Peterson, Manweiler, Winter, Ladd, Phinney, Kinnison, Melendez

Nays – None. Motion carried.

G. Report on 2011 summer/fall events in Windsor – Casey Muller, Special Events Coordinator

Special Events Coordinator Muller reported on the schedule of events that had been included in the DDA packet. The Board discussed ways to get information to the local businesses to allow them opportunity to participate and be available during the events. Ideas to promote the DDA included having a tent or volunteering at the events.

Chairman Winter noted that he had received a phone call from Don Reichert asking if the DDA would like to be involved with the Fine Arts Festival. Board Member Melendez noted that the Chamber of Commerce had been contacted requesting financial participation but due to financial constraints, offered to volunteer at the Festival instead. It was noted this might be an option for the DDA members.

H. Report on Weld County Assessor meeting – K. Arnold/D. Moyer

Town Manager Arnold reported that he and Finance Director Moyer had visited with Chris Woodruff, Weld County Assessor related to the DDA. Jackie Weimer is the staff contact who is the specialist related to tax increment financing. The POD will be sent to the Assessors office after the June 27 approval. In the short term, Mr. Arnold stated money will not readily available due to the assessment period and also noted the DDA will not see many improvements in the District using tax increment financing until

around 2013. The importance of the timing of projects within the scope of getting the assessment and increment financing was also discussed. When there is a large project the DDA needs to talk about how to get it done and when to get it done. A project needs to be looked at per the assessment; when it will be completed, when it gets reassessed and then when the increment will flow to the DDA. Mr. Arnold noted there are levels of decision making that will need to be addressed when projects are brought to them to assure that the individual or developer is taking advantage of the windows of reassessment.

Mr. Arnold went on to note that the definition of "improvement" is important and that a façade improvement does not constitute a change in the assessment. The assessor looks at what was improved internally, what is created business-wise and what has been done to make the building more viable as a commercial entity. Exterior improvements do not add value to the business.

Mr. Arnold also referred to the assessor's past experiences with the Greeley DDA and noted Greeley had changed many of their buildings and parking lots from private to public ownership. If the Town has any involvement in the property whether through loaning or leasing it becomes a public taxing entity and you lose the taxable parcel.

Director of Finance Moyer reported the base property value is going to be what it was at December, 2010 as it relates to the adoption of the POD. Each year the assessor will certify the increment and the base and the DDA will have their own account with the Treasurer so the money will start flowing into the DDA account in 2013. If the value goes below the base, there would be no increment distribution when the property taxes became due for that year. Mr. Moyer also reviewed what constituted an improvement related to assessment and also noted the timing of projects is important.

Mr. Arnold noted that an assessment calendar will be created and reviewed by the assessor's office for distribution to the DDA.

Ms. Liley reported that from experience with the Fort Collins DDA that timing of projects is definitely critical. Anyone bringing a project forward and requesting tax increment financing in Fort Collins is required to meet with the assessor and get a letter from the assessor noting what the increment will be and when it will be booked. Most of the exterior improvements are tied to internal improvements in Fort Collins which makes the difference in the tax increment flowing back. Ms. Liley noted that there are times that Fort Collins funds improvements that do not qualify for tax increment financing understanding it will encourage private development/redevelopment. As there will be many projects brought forward wanting funds, Ms. Liley noted that the DDA needs to determine what types of projects they want to support with tax increment funds. It was noted the first priority in Fort Collins is private redevelopment.

I. Review of July 20, 2011 agenda items

- Intergovernmental agreement discussions and Town of Windsor support update
It was noted that items for the July 20 agenda include the Intergovernmental Agreement between the DDA and the Town, review and discuss the DCI conference in Durango and the DDA's participation in special events.

J. Other Business
Website Update

Board Member Phinney brought forward discussion regarding a DDA website and noted the cost to reserve domain names was fairly inexpensive. He reviewed several domain names with the Board determining to reserve the following domain names:

windsordda.com
windsordda.org
gowindsor.com
visitwindsor.com

Board Member Manweiler motioned to move forward with the purchase of the domain names; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Peterson, Manweiler, Winter, Ladd, Phinney, Kinnison, Melendez
Nays – None. Motion carried.**

Board Member Kinnison noted the Town was willing to host the website which would save money and time instead of outsourcing it to someone else. Mr. Kinnison reviewed a power point which provided an outline of how the website would be set up. It was noted that the branding and logo of the DDA is important and the website will help move that forward.

Board Member Ladd motioned to move forward in the creation of the website using Town assistance; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Peterson, Manweiler, Winter, Ladd, Phinney, Kinnison, Melendez
Nays – None. Motion carried.**

K. Adjourn

Upon a motion duly made, the meeting was adjourned.

Patti Garcia, Town Clerk