



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

April 18, 2012 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room

Windsor, CO 80550

AGENDA

- A. Call to Order
Chairman Bob Winter called the meeting to order at 7:35 a.m.
- B. Roll Call
- | |
|------------------------------------|
| Chairman Bob Winter |
| Vice Chairman Dan Stauss |
| Secretary/Treasurer Craig Peterson |
| Charlie Manweiler |
| Kristie Melendez |
| Brent Phinney |
| Tom Ladd |
- Absent:
- | |
|----------------------|
| Also present: |
| Legal Counsel |
| Director of Finance: |
| Associate Planner |
| Town Clerk |
- | |
|------------------|
| Lucia Liley |
| Dean Moyer |
| Elizabeth Fields |
| Patti Garcia |
- C. Public Invited to be Heard
Chairman Winter opened the meeting for public comment.
- Ron Lauer provided congratulations on the recent election results and noted it will be great opportunity for the DDA to move forward in their efforts.
- Carrie Knight, Art & Heritage Manager, handed out "Windsor Main Mile Tour" pamphlets and noted the areas located in the downtown area.
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
There were no modifications to the agenda.
- E. Approval of Minutes from the March 21, 2012 Board of Directors Meeting – P. Garcia
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 – Winter, Stauss, Peterson, Melendez, Phinney, Manweiler
Nayes – None. Motion carried
- F. Report of Bills – D. Moyer
Secretary/Treasurer Peterson motioned to approve the bills as presented; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:
Yeas – Winter, Stauss, Peterson, Melendez, Phinney, Ladd, Manweiler
Nayes – None. Motion carried



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

-
- G. Discussion on location for a Clearview Library drop box in Downtown – Ann Kling, Director of Clearview Library District

Postponed to another meeting.

- H. Review of 2012 work plan and status of projects and review of 2012 budget and remaining funds

Associate Planner Fields noted the proposed 2012 work plan had been included in the board members packets. Secretary/Treasurer Peterson inquired if a work session should be convened to discuss ideas on how to proceed. Ms. Fields provided an overview of how work sessions are convened and noted that no formal action could be taken during that type of a meeting; they are for discussion purposes only.

Board Member Melendez stated that the three committees had been created; Marketing, Beautification and Parking. It was noted that members of the Downtown Development Authority district should be encouraged to participate with Chairman Winter noting that had been a goal all along. Secretary/Treasurer Peterson stated that the goals and priorities need to be related to work on Main Street.

Associate Planner Fields noted that the projects on the work plan have been on hold until election results were in and stated that the DDA had determined that parking, marketing and beautification were priorities. Board Member Melendez offered that it would be good to start allocating a regular meeting time to the specific committees and that specific meeting information could be included on the DDA website. The DDA members concurred that would be a good direction to go and requested meetings to be held at Town Hall. The Marketing Committee will determine meeting dates dependent on availability of the marketing firm; the Parking Committee will meet the 2nd Wednesday of each month at 7:30 a.m. and the Beautification Committee will meet the 1st Thursday of each month at 8:00 a.m. The Beautification Committee will begin by addressing signs, flowers and banners.

- I. Discussion on Marketing plan – K. Melendez

Board Member Melendez reported that interviews for marketing firms had been completed and the recommendation will be for Mantooth Company out of Fort Collins, CO. Ms. Melendez noted they have experience with over 250 events. It was noted that they would work within the \$10,000 allocated in the budget and create a message strategy, tag-line, PR campaign and marketing plan. They will bill the actual hours worked with monthly reporting. Legal Counsel Liley has done a cursory review of the contract and noted that no timeframe for services had been listed and inquired if that was a required component. Ms. Melendez stated that the Marketing Committee will help guide them and anticipates that the work will be completed in five months. Ms. Liley recommended the contract state that expenses not exceed \$10,000. Ms. Melendez noted that the \$10,000 is to be used for implementation of the plan as well. The Board requested that Ms. Liley review the contract before approval.

Secretary/Treasurer Peterson motioned to approve the Marketing Plan subject to final approval by Chairman Winter and Board Member Melendez; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

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



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

J. Discussion and review of Parking plan RFP – E. Fields

Associate Planner Fields reported on the Parking plan RFP and stated the draft was created by John Effinger, Civil Engineer and herself. The dates included in the RFP are placeholders; it is up to the DDA on how to proceed. Board Member Phinney asked if the RFP would be in place in time to hit the peak of the summer. Ms. Fields noted the current plan is to have someone on board by the end of June, 2012. Vice Chairman Stauss and Board Member Phinney recommended moving forward with the RFP process. Board Member Melendez noted that the costs may come in high; there is no indication how much the process will cost. Ms. Fields stated that if costs come in high that the scope of services can be refined; at this point if the Board is comfortable with the RFP it can be finalized and staff can get it out. Secretary/Treasurer Peterson stated this was the first time anything like this has been done in the downtown area and that they will be gathering new information.

Board Member Phinney motioned to authorize staff to finalize the Parking plan RFP and send it out; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried

K. Salsa in the street presentation and sponsorship opportunity – C. Muller

Art & Heritage Manager Knight reported on the event and noted the location has been secured for the August 9 event. She and Special Event Coordinator Muller intend to contact local businesses in June regarding their opportunities to take part in the event and stated they would like to have the DDA involved. Ms. Knight provided two options to the DDA; to set up a tent at the event and pass out informational brochures about their organization or sponsor part or particulars of the event. It is anticipated that this will be a yearly event; Ms. Liley recommended that the DDA board determine year to year how they want to participate.

Board Member Phinney motioned to sponsor children's events not to exceed \$400; Vice Chairman Stauss seconded the motion; Roll call on the vote resulted as follows:

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

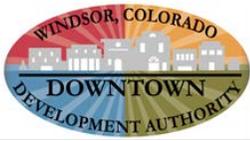
Nays – None. Motion carried

Special Events Coordinator Muller noted the sponsorship information was included on the Town's website; Board Member Melendez stated that she would provide a link to the DDA website so the information could be accessible for people on the DDA site as well.

L. April 2012 Election Report – P. Garcia

Town Clerk Garcia provided a brief overview of the 2012 election noting there was not much difference of voter turnout between the 2011 polling place election and the 2012 mail ballot election. There continues to be issues with the designation of natural person to vote requirement and the confusion that comes with that, but there are no alternatives for that requirement.

- Legal Counsel Liley reported that she was working with Town Clerk Garcia on post-election follow up.
- Associate Planner Fields reported staff was working on soliciting candidates for the open positions on the DDA board and that there needed to be discussion related to the alternate position noted in the bylaws.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

- Chairman Winter thanked Associate Planner Fields and Town Clerk Garcia for their communication to the Board and he would like updates from the committees as they meet.

M. Adjourn

Board Member Winter motioned to adjourn; Secretary Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried

A handwritten signature in cursive script that reads "Patti Garcia".

Patti Garcia, Town Clerk