



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

September 19, 2012 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room

Windsor, CO 80550

MINUTES

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

Brent Phinney

Kristie Melendez

Jason Shaeffer

Sean Pike

Also present:

Legal Counsel Josh Liley

Associate Planner Elizabeth Fields

Town Manager Kelly Arnold

Public Works Director Terry Walker

Administrative Spec. Sandra Sheffler

C. Public Invited to be Heard

Chairman Bob Winter opened the meeting for public comment, to which there was none.

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 August 15, 2012 Board of Directors Meeting, Minutes of the August 31, 2012 Special Meeting and Minutes of the September 11, 2012 Special Meeting

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

Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike

Nays – None. Motion carried

F. Report of Bills

Secretary/Treasurer Peterson moved to approve the bills as submitted; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike



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Nayes – None. Motion carried

- G. Contract to Buy and Sell Real Estate; Lot 21 Burlington Subdivision – Buyer is Windsor Downtown Development Authority, Seller is PAL II, Ltd., dba PAL Development Corporation

The contract to purchase Lot 21 Burlington Subdivision was reviewed and agreed upon.

Board Member Melendez moved to approve the contract as presented; Board Member Phinney seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike

Nayes – None. Motion carried

Legal Counsel Liley stated the seller wanted the date of execution of the contract to remain September 14, 2012 rather than the date of this meeting.

Board Member Phinney moved to approve the recommended date of execution; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike

Nayes – None. Motion carried

The options of conducting a survey of the property and contracting to have a Phase I Environmental Study performed were discussed.

Board Member Phinney moved to approve contracting with King Surveyors to complete a survey of the property and that a Phase I Environmental Study be completed; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike

Nayes – None. Motion carried

- H. Report from Sub-Committees

1. Marketing Committee

- i. Mantooth has completed a media kit to review prior to approval. Search engine improvements are taking place by adding index pages and key words for the website. A press release was discussed for a DDA Summer Wrap-Up, outlining the work that has been done throughout the summer and what is up and coming. The next Marketing Committee meeting will be held on September 26 at 7:30 a.m. at Town Hall.

2. Beautification Committee

- i. Update on Tree Planting project
Associate Planner Fields stated the electrical contractor's bid has increased by \$2,000-\$3,000 due to the lack of infrastructure leading up



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to the area of the new meter placement. Chairman Winter suggested a conversation with Town Board during budget meetings to ask for help with this expenditure since the infrastructure was not in place previously.

Board Member Melendez moved to approve an increase up to \$3,000 for the installation of an electrical meter; Board Member Phinney seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike

Nayes – None. Motion carried

ii. Update on Benches and Trash Cans

Associate Planner Fields stated the benches and trash cans have been placed. Placement was completed at the cost of \$190.00 in materials as reported by Public Works Director Walker. Ms. Fields will work with David French regarding signage for the benches and the Great Western Trail Authority and the Weld RE-4 School District will be contacted to see if they can use the benches that were removed.

The next Beautification Committee meeting will be held on October 4, at 7:30 a.m. at Town Hall.

3. Parking Committee

- i. Associate Planner Fields presented the Downtown Windsor Parking Study report. Town Manager Arnold suggested working with owners of private parking areas to work towards some of the recommendations from the study. Vice Chairman Stauss asked the Beautification Committee to review options for future bicycle parking.

Vice Chairman Stauss moved to accept the Parking Study as a guide; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike
Nayes – None. Motion carried

4. Budget Committee

- i. Presentation of the draft 2013 DDA Budget resulted in few questions. Town Manager Arnold gave an update on the status of the USA Pro Cycling Challenge and asked if the DDA was interested in committing a dollar figure towards the Challenge contingent upon it coming through Windsor. The benefits of the Challenge were discussed along with the option of holding another event on the same day to encourage and prolong visitation by spectators. The DDA collectively decided support



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of this event would be of benefit and the presented budget allowed enough funds to do so.

The budget is tentatively scheduled to present to Town Board on October 22, 2012.

Secretary/Treasurer Peterson moved to commit \$2,500 to the USA Pro Cycling Challenge contingent upon it coming through Windsor; Board Member Phinney seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike
Nays – None. Motion carried.**

I. Communications

1. Associate Planner Fields will be submitting the Chamber of Commerce membership application in the near future.
2. Chairman Winter attended the Downtown Colorado, Inc. annual conference and provided positive feedback on the experience. He attended a session by Jon Schallert of The Schallert Group who consults with hundreds of downtowns across America. Mr. Schallert believes that the easiest way to create a Destination Downtown is to teach downtown business owners how to turn their businesses into consumer destinations, and to teach them how to collectively pull customers to their businesses for repeat visits. Mr. Winter stated it may be a benefit for the DDA to attend one of Mr. Schallert's workshops in the future and learn more about uniqueness in advertising.

J. Adjourn

Secretary/Treasurer Peterson moved to adjourn the meeting at 9:11 a.m.; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Winter, Stauss, Peterson, Phinney, Melendez, Shaeffer, Pike
Nays – None. Motion carried**

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

Patti Garcia, Town Clerk