



**WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY**

P.O. BOX 381, Windsor, CO 80550

[www.windsordda.com](http://www.windsordda.com)

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**BOARD OF DIRECTORS MEETING - October 17, 2012 – 7:30 a.m.  
301 Walnut Street, First Floor Conference Room - Windsor, CO 80550**

**MINUTES**

A. Call to Order

Chairman Winter called the meeting to order at 7:30 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
Director of Finance	Dean Moyer
Town Clerk	Patti Garcia

C. Public Invited to be Heard

Carrie Knight, Art & Heritage Manager, reported that a traveling exhibit on loan from the Smithsonian would be on display at the Art & Heritage building from November 17 through January 27, 2013.

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

The Board requested the addition of Windsor Wonderland, Property Status Discussion, and Mr. Liley requested an Executive Session for negotiations.

E. Approval of Minutes from the September 19, 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, Phinney, Melendez, Shaeffer, Pike  
Nays – None. Motion carried**

F. Report of Bills – D. Moyer

**Secretary/Treasurer Peterson motioned to approve the Report of Bills; 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**



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G. Presentation from Ron Lauer regarding current plans for the Windsor Mill, 301 Main Street

Mr. Lauer was present but stated he did not have anything to present. The item will be moved to the November meeting.

H. Approval of 2013 Downtown Development Authority Budget

Town Manager Arnold and Director of Finance Moyer brought forward the DDA budget and distributed the certificate of valuation to the DDA members. The DDA will be presenting their budget to the Town Board on October 22, 2012. Mr. Arnold recommended that the DDA spend some time explaining the \$250,000 transfer and also requested that the Intergovernmental Agreement be included in the town board packet for reference. It was noted that 2012 sales tax for the DDA was similar to 2011 although the Town is up 8.5%. The current budgeted amount for administrative costs is \$35,000; Mr. Arnold stated that the amount of time used by staff was over-estimated and recommended the DDA re-evaluate the amount for 2013. The DDA discussed revising the amount for administration to \$20,000 and moving the balance of \$5,000 to public relations and \$10,000 to site improvements. Mr. Moyer noted the DDA budget will need to be approved by the DDA at their November 21 meeting so it can be adopted by the Town Board on November 26, 2012.

The DDA requested a work session to prepare for the budget presentation to the Town Board; they will be meeting at 5:30 pm on October 22, 2012.

I. Report from Sub-Committees

1. Marketing Committee

Board Member Melendez reported that the website changes had been implemented and that a press release regarding DDA accomplishments was being prepared. Ms. Melendez also noted that press kits should be available soon. Board Member Phinney ordered bags to be used for promotional events, such as the upcoming Halloween trick or treating event downtown. Chairman Winter offered that his granddaughter would like to volunteer and help the DDA.

2. Beautification Committee

Associate Planner Fields reported that the trees are in and that the bill for them would be included in an upcoming packet. Secretary/Treasurer Peterson asked when decorative signage would be looked at; Ms. Fields responded that it is in the strategic plan. The DDA discussed Xcel issues regarding electric poles and signage; Mr. Phinney also noted the undergrounding of utility lines that has been brought up by various people. Ms. Fields reported that Xcel had been notified and suggested the Committee meet with SAFEbuilt regarding the undergrounding of lines. The DDA directed Ms. Fields to ask Russ Weber to meet with the Beautification Committee at their next meeting.



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The school district will be taking the benches that were removed downtown and using them throughout the school district.

Amy Porter, Special Event Coordinator, reported that Windsor Wonderland would be held December 1<sup>st</sup> from 2 – 5 pm. She is working on ideas for the event such as a synthetic ice rink and a scavenger hunt through downtown businesses. Ms. Porter stated that sponsorships are being accepted to support the event. The DDA discussed sponsorship options with Ms. Melendez recommending that the marketing consultants be brought into any standardized sponsorship ideas as they may have ideas on how the DDA can participate.

Ms. Melendez recommended an update on the event at the November 21, 2012 DDA meeting. Mr. Phinney stated that the DDA will support the event; they just need to determine at what level.

Board Member Phinney reported that the Historic Preservation Commission had asked him to attend their meeting; they will be discussing what they are interested in and see if the DDA is interested in any potential collaboration.

### 3. Parking Committee

Chairman Winter thanked everyone who had attended and participated at the meeting at the Community Recreation Center at which the parking study was presented and requested that any questions be directed to him.

### J. Communications

Town Manager Arnold provided an update on bid plans for the USA Pro Cycling Challenge and noted the Town will commit \$10,000 to the event and the DDA committed \$2,500 and noted that all proposed routes go through Windsor.

### Executive Session

**Vice Chairman Stauss motioned to go into an executive session pursuant to § 24-6-402 (4) (e), C.R.S., for the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators at 8:30 a.m.; 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**

**Secretary/Treasurer Peterson motioned to close the Executive Session at 9:20 a.m.; Board Member Pike seconded the motion. The Downtown Development Authority Board returned to the Regular Meeting. Roll call on the vote resulted as follows:**

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

**Nays – None. Motion carried**

Upon returning to the regular meeting, Chairman Winter advised that if any participants in the Executive Session believed the session contained any substantial discussion of any matters not



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included in the motion to convene the Executive Session, or believed any improper action occurred during the Session in violation of the Open Meetings Law, such concerns should now be stated. Hearing none, the regular meeting resumed.

K. Adjourn

**Board Member Phinney motioned to adjourn the meeting at 9:25 a.m.;**

**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**

  
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Patti Garcia, Town Clerk