



## WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

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

### BOARD OF DIRECTORS MEETING

February 13, 2013 – 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  
Brent Phinney  
Kristie Melendez  
Jason Shaeffer

Excused:

Secretary/Treasurer Craig Peterson  
Sean Pike

Also present:

Town Manager

Kelly Arnold

Town Clerk

Patti Garcia

Associate Planner

Brett Walker

Associate Planner

Josh Olhava

Legal Counsel

Lucia Liley

C. Public Invited to be Heard

Amy Porter, Special Events Coordinator, reported on a meeting she had attended regarding the Pro Cycling Challenge that will be routed through northern Colorado in August, 2013. It was noted that information regarding ancillary events would be needed as soon as possible. Board Member Melendez stated that the DDA may be interested in hosting their own signature event; possibly coordinating with the Pro-Cycling Challenge event. She will bring the topic up to Mantooth and discuss it with the Marketing Committee.

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

The agenda was approved by consensus of the board.

E. Approval of Minutes from the January 13, 2013 Board of Directors Meeting – P. Garcia

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

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

**Nays – None. Motion carried.**

F. Report of Bills & Financial Report – P. Garcia

Town Clerk Garcia reviewed the bills and the financial report included in the DDA packet. The financial report will be a new monthly packet submittal which provides information regarding revenues and expenditures in the DDA area.

**Board Member Phinney motioned to approve the Bills as presented; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:**



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

G. Farmers Market 2013 - Request for Funds – A. Porter

Special Event Coordinator Porter reported on the plans for the 2013 Farmers Market noting it will be held in same location as 2012 on Saturday's starting June 29 to September 21; the hours will be 9 – 12:30. Ms. Porter noted that the Town of Windsor has partnered with the CSU Extension-Weld County and their Master Gardeners program to hold this event. Moving forward, the Town of Windsor will be allocating more responsibility to the CSU Extension-Weld County in regards to coordination and execution of the event. The goal is to transfer all responsibilities and operations of the market to the CSU Extension-Weld County in 2014. Ms. Porter brought forward a request of a \$500 sponsorship by the DDA for advertising purposes. Board Member Phinney commented that it was a good idea and voiced support for the request.

Ms. Porter also distributed a list of the events that are currently scheduled in Windsor for 2013. The DDA members stated that they enjoyed Salsa in the Street in 2012 and were disappointed it was not a recurring event. Ms. Porter provided that the last big summer concert event is scheduled to be a Big Band type of environment.

**Board Member Phinney motioned to provide \$500 to the 2013 Farmer's Market; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:**

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

H. Review of January 23, 2013 meeting at Art & Heritage Center – DDA Board

Board Member Melendez provided an overview of the event and noted that there were approximately 15 in attendance. The majority of the discussion surrounded beautification ideas for the DDA area.

I. Introduction of DDA Dashboard Maps concept – K. Arnold

Town Manager Arnold reviewed the DDA Dashboard Maps concept. The idea is to have maps that provide information regarding property tax influence along with building permits, sales tax collection and where the DDA members believe where their influence is. Mr. Arnold stated that the intent of the various maps is to provide information for the DDA board to think strategically about where they are going and what they want to accomplish. The DDA board voiced their support of the idea and staff will work on generating the maps for review by April, 2013.

J. Report from Sub-Committees

1. Marketing Committee – Kristie Melendez

- Mantooth update  
Ms. Melendez reported that she would be receiving information related to pricing on events including ideas for the Pro Cycling Challenge and other opportunities.
- Website progress  
The GoDaddy template has been user friendly and the customer support has been very responsive. Ms. Melendez voiced support of the current website administration.
- Summer intern



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The Marketing Committee is looking at hiring a summer intern to work on several items including the generation of an email list of DDA members, update social media items and the website. Town Manager Arnold recommended tracking the zip codes of those that are shopping in the DDA; several board members stated that they have the information currently available. It was noted it would help identify where people are coming from to shop in the DDA which would direct where advertising funds should be used.

### 2. Beautification Committee – Brent Phinney

- Review DDA guidelines as it pertains to DDA owned property  
Town Board Member Phinney reported on the DDA owner property and noted the design guidelines and strategic plan determine what the DDA needs to work on related to the property.
- Town owned lot  
The Committee is discussing how to start moving forward regarding the lot and will report back as information is available.
- Corners of 4<sup>th</sup> & 6<sup>th</sup> and Main  
Staff will work with the Parks Department to determine the feasibility and costs of upgrading the bulb outs at the locations.
- Façade improvement program  
Legal Counsel Liley has offered to present the Fort Collins DDA façade improvement program at an upcoming work session; it was noted there are a variety of components related to the program including legal and financial requirements. Staff will also bring forward the information they have gathered related to other programs in Colorado.
- Xcel undergrounding process  
Staff will work on finding the costs for the undergrounding process and provide the information to the DDA board for review and discussion.

### 3. Parking Committee

The Parking Committee has not met since the first of the year but Board Member Shaeffer made a recommendation that signage be used to direct people to available parking areas. Staff will look at the parking survey that was completed and update the Parking Committee with the information that was provided to the DDA.

### K. Communications

It was reported that The Duke had been posted by Weld County for failure to pay personal property tax. The Duke paid what was required in order to open their doors, but another sizeable amount is due in the near future.

### L. Adjourn

**Board Member Phinney motioned adjourn the meeting at 8:44 a.m.; Board Member Melendez seconded the motion. Roll call on the vote resulted as follows:**

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

**Nayes – None. Motion carried.**

Patti Garcia, Town Clerk