



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

July 10, 2013 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

AGENDA

- A. Call to Order
- B. Roll Call
- C. Public Invited to be Heard
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Approval of Minutes from the June 12, 2013 Board of Directors Meeting – M. Lee
- F. Report of Bills & Financial Report – P. Garcia
- G. Report from Sub-Committees
 - 1. Marketing Committee
 - i. Farmers Market
 - ii. Wheels N Deals
 - iii. Signature event scheduled for September 14, 2013
 - 2. Beautification Committee
 - i. Planters
 - ii. Façade Improvement Program (verbal update)
 - 3. Parking Committee
 - i. Bike racks
- H. Communications
- I. Adjourn



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BOARD OF DIRECTORS MEETING

June 12, 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
Secretary/Treasurer Craig Peterson
Kristie Melendez
Sean Pike
Jason Shaeffer

Also present:

Town Clerk
Associate Planner
Special Events Coordinator
Legal Counsel
Deputy Town Clerk

Patti Garcia
Brett Walker
Amy Porter
Josh Liley
Mary Lee

C. Public Invited to be Heard

There was no public comment.

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 changes to the Agenda.

E. Approval of Minutes from the May 15, 2013 Board of Directors Meeting – P. Garcia

Mr. Peterson moved to approve the minutes of the May 15, 2013 meeting as presented; Mr. Shaeffer seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried.

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

Ms. Garcia reported on the bills submitted for approval, including a plaque, Pro Cycle sponsorship, water bottle labels, Swing in the Streets expenses, and Phase I Environmental Assessment.

Mr. Stauss moved to approve the bills as submitted; Mr. Peterson seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried.

G. USA Pro Challenge Update – A. Porter

Ms. Porter provided a brief synopsis of preparations for the Pro Challenge highlighting finalization of the race route, press releases, and marketing efforts. She noted information is available on the Town web site at: <http://www.windsorgov.com/index.aspx?NID=853> Ms. Porter reminded members of other events in Windsor that day, including the Farmer's Market, and showing of the movie "American Flyer" the evening before the race. She mentioned a need for volunteers, and encouraged members to share that need with community members who might want to help out.

H. Usage of newly purchased lots in DDA; Fourth of July – P. Garcia

Members discussed conditions at this location in the past, defining confusion, high traffic, lack of space striping and signage, and dust/dirt as concerns. They considered several options to improve the site including introduction of paving material, marking of the 50-55 parking spaces in the area, and signage to improve traffic flow and designate NO Parking/Tow at Owner's Expense zones. Based upon the number of



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events and magnitude of participants attending those events, it was noted the Public Works Department does not have the manpower to coordinate parking at events in the future. Ms. Garcia will consult with Public Works to determine their level of assistance for these proposals. DDA members identified some areas of focus including:

- Investigate costs associated with reclaimed asphalt paving
- Determine signage needs in area
- Determine if paid event parking is appropriate
- Develop strategy for 2013 events
- Review Planning Department criteria regarding parking requirements
- Draft proposal to Town Board for modifications in the area based upon code requirements
- Schedule joint work session to discuss issues with Town Board – Ms. Garcia will schedule and report back with available date

Mr. Peterson moved to allocate up to \$5000 for paving at the site if code requirements can be met, or Conditional Use Grant can be obtained; Mr. Stauss seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Winter, Stauss, Peterson, Melendez, Pike
Abstention – Shaeffer, noting a conflict of interest
Nays – None. Motion carried.**

I. Governmental Immunity Act, Local Government Designated Agent – P. Garcia

Ms. Garcia briefly explained the Governmental Immunity Act and the need for a Local Government Designated Agent, noting Kelly Arnold is the Designated Agent for the Town of Windsor.

Ms. Melendez moved to name Patti Garcia as the Local Government Designated Agent for the Windsor Downtown Development Authority; Mr. Stauss seconded the motion. Roll call on the vote resulted as follows:

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

J. DDA July meeting date – Reschedule to July 10, 2013 – P. Garcia

Ms. Garcia will include meeting date changes in DDA Board packets when sent.

K. Report from Sub-Committees

Marketing Committee

1. Wheels n Deals Promotion

Ms. Melendez reported the Wheels n Deals promotion plans will be finalized by the end of the month, with a kick-off date of August 1 or 2.

2. Water bottles/DDA logo – coordination & distribution dates

Ms. Melendez reported 960 labels are currently available, and more can be ordered with 2 weeks lead time. Members discussed distribution of water at the Farmer's Market, noting a donation for water could be accepted and used to fund the program. It was also suggested the DDA could distribute flyers for future events, and allow DDA members to distribute notification of upcoming activities at their locations as well. Members will begin the Farmer's Market season with 10 cases of water and will replenish supplies as needed.

3. Salsa in the Streets

Ms. Melendez reported the event will take place on September 14 beginning at 6:30 p.m. The show stage is reserved for the event, and the committee is in the process of finding a band. Ms. Melendez will report back with more information as it is available.

Beautification Committee

1. Planters

Planters have been ordered from a concrete company in Fort Lupton. Mr. Peterson has a flat-bed trailer and will pick them up when they are ready.



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2. Xcel undergrounding

Mr. Walker reported the design has been received and is being reviewed by staff. Staff has also issued an RFP for an assessment of the buildings on the north side of Main Street, between 4th and 5th Streets to determine what upgrades will be required by each. He will report back with a quote when it is received.

3. Façade Improvement Program

Mr. Walker noted work is underway to determine eligibility and compare the proposed budget with that of other similar DDA projects in neighboring communities. Staff will set up a meeting with the Weld County Assessor to gather tax/valuation data.

4. Gas Meter Inventory

Mr. Walker commented the gas meter inventory was the #1 goal of the committee. The project will include an inventory of street-facing meters, beautification ideas and strategies for working with owners to facilitate completion of project.

Parking Committee

1. Bike Racks

Mr. Walker reported the bike racks have been ordered, and the Town has received CDOT approval. Mr. Stauss will pick them up when they have been completed, and Public Works will assist with the installation process. The racks should be installed by August 1.

L. Communications

Ms. Garcia notified members mowing will take place in vacant lots on Main Street in the near future. She added the DDA will need to develop a maintenance plan for those properties owned by the DDA. She will schedule a Work Session with the Town Board for August, and will notify members of that date. Ms. Garcia also notified members of the Downtown Colorado Inc. conference in Grand Junction September 10 – 13; any members interested in attending should notify her.

Mr. Walker inquired if the DDA would have an interest in becoming a Referral Agency for land use applications. He briefly explained that process to members, all of whom showed interest in moving in that direction. Staff will develop guidelines and procedures and report back to the DDA for input.

Mr. Walker also reported recent discussions regarding proposed code changes to residences in the Central Business District. He explained the proposal would permit residences above existing businesses, but restrict construction of single-family homes in the District. The proposed changes will be discussed by the Town Board and Planning Commission at a joint work session scheduled for July 22. DDA Members requested notification of meetings addressing items of concern to the DDA; Mr. Walker will email members with information when issues of that nature are scheduled to come before the Planning Commission.

Mr. Liley pointed out there are two "red flags" on the deeds for the purchase set to close June 14 at 10:00 a.m. He reported the deeds reference a ban on breweries, liquor stores or bars on this property, noting his research has not yielded an heir to that original agreement. He also told members the deeds listed a liability waiver for flooding caused by the lake or irrigation. Mr. Liley also share he has not yet received a survey, but if problems arise he will contact members and schedule a special meeting prior to closing. He noted the Householders will retain the subsurface mineral rights.

Ms. Melendez reported Dean Koehler has submitted an application to serve on the DDA Board. Ms. Garcia will review the applications and schedule interviews with the Town Board.

M. Adjourn

Mr. Peterson moved to adjourn the meeting at 9:15 a.m.; Mr. Stauss seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried.

Downtown Development Authority

REPORT OF BILLS

06/07-7/05/2013

*At the regular meeting of the Downtown Development Authority,
Colorado, held in the Windsor Town Hall Board Room on June 19, 2013
the following claims were presented, examined, and approved by the DDA*

VENDOR	DESCRIPTION	INVOICE #	AMOUNT
Weld County Treasurer	Property Tax/Burlington Sub		\$ 1,851.02
Liley, Rogers, & Martell, LLC	Legal Services	12355	597.50
Connie Hanrahan/Mantooth Marketing	Wheel & Deal Project	3316,3263	1,433.21

TOTAL DISBURSEMENT REQUEST \$ 3,881.73

TOTAL \$ 3,881.73



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

<i>Finance Department</i>	
Vendor #	
Obligation #	

PAYMENT REQUEST

INVOICE NUMBER:	Acct # R7520999
VENDOR: Weld County Treasurer	
DBA:	
(IF OTHER THAN VENDOR)	
Address: PO Box 458 Greeley, CO 80631	
Phone:	
Fax:	

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
	Patti Garcia		P Garcia

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
19	486	6217		Property Tax 1/2012 thru 11/2012 WIN BS L21 Burlington Sub	1,851.02
				TOTAL	\$1,851.02

19-486-6217

Weld County Treasurer Statement of Taxes Due

Account Number R7520999

Parcel 080716311021

Legal Description
WIN BS L21 BURLINGTON SUB

Situs Address
WINDSOR 000000000

Account: R7520999
WINDSOR COLO DOWNTOWN DEV AUTHORITY
301 WALNUT ST
WINDSOR, CO 80550

Year	Tax	Adjustments	Interest	Fees	Payments	Balance
Tax Charge						
2012	\$0.00	\$1,851.02	\$0.00	\$0.00	\$0.00	\$1,851.02
Total Tax Charge						\$1,851.02
Grand Total Due as of 05/29/2013						\$1,851.02

Tax Billed at 2012 Rates for Tax Area 4536 - 4536

Authority	Mill Levy	Amount	Values	Actual	Assessed
WELD COUNTY	16.8040000*	\$321.79	VACANT COM LOTS	\$66,042	\$19,150
SCHOOL DIST RE4	47.9490000	\$918.22	EXEMPT-POLITICAL	\$10,208	\$2,960
NORTHERN COLORADO WATER (NC)	1.0000000	\$19.15	SD-LAND		
WINDSOR TOWN	12.0300000	\$230.37	Total	\$76,250	\$22,110
WINDSOR-SEVERANCE FIRE	7.1940000	\$137.77			
WINDSOR-SEVERANCE FIRE (BON)	0.7700000	\$14.75			
AIMS JUNIOR COLLEGE	6.3180000	\$120.99			
WINDSOR DOWNTOWN DEVELOPMEN	1.0000000	\$19.15			
CLEARVIEW LIBRARY	3.5940000	\$68.83			
Taxes Billed 2012	96.6590000	\$1,851.02			

* Credit Levy

ALL TAX LIEN SALE AMOUNTS ARE SUBJECT TO CHANGE DUE TO ENDORSEMENT OF CURRENT TAXES BY THE LIENHOLDER OR TO ADVERTISING AND DISTRRAINT WARRANT FEES.
CHANGES MAY OCCUR AND THE TREASURER'S OFFICE WILL NEED TO BE CONTACTED PRIOR TO REMITTANCE AFTER THE FOLLOWING DATES: PERSONAL PROPERTY AND MOBILE HOMES - AUGUST 1, REAL PROPERTY - AUGUST 1.

Weld County Treasurer • P.O. Box 458, Greeley CO 80632 • 1400 N 17th Ave, Greeley CO 80631 • (970) 353-3845 ext. 3290

OK
to pay
TJM
5/29/13



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

<i>Finance Department</i>	
Vendor #	
Obligation #	

PAYMENT REQUEST

INVOICE NUMBER: 3316	Project: Wheel & Deal
VENDOR: Mantooth Marketing Company	
DBA:	
(IF OTHER THAN VENDOR)	
Address: 2715 Sage Creek Road Fort Collins, CO 80528	
Phone:	
Fax:	

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
5/31/2013	Patti Garcia		P Garcia

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
19	486	6213		Wheel & Deal Project	848.83
				TOTAL	\$ 848.83



mantooth
marketing company

Invoice

Date	Invoice #
5/31/2013	3316

2715 Sage Creek Road
Fort Collins, CO 80528

970-482-7644

Bill To
Windsor Colorado Downtown Dev Authority Kristie Melendez 800 3rd Street Windsor, CO 80550

Project
Wheel and Deal

Acct Manager	Terms
Connie Hanrahan	Net 30

PO Number	
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Description	Hours/Units	Hrly/Flat Rate	Amount
Design of wheel-n-deal poster and promotion logo	7	62.50	437.50
iStock photos of Cyclists	1	20.70	20.70
Outlining media buying options.	0.5	62.50	31.25
Finishing outline for Wheels & Deals	1	62.50	62.50
Marketing Meeting.	2	62.50	125.00
Meeting with Windsor DDA to discuss Wheels N' Deals and Salsa in the Street.	1.75	62.50	109.38
Changes to PR piece.	0.5	62.50	31.25
Outlining alterations for design items.	0.5	62.50	31.25
Project capped at \$1500 - Balance billed to date (including May) is \$1,417.59			

Thank you for choosing Mantooth to execute your event. We appreciate it!	Total	\$848.83
	Payments/Credits	\$0.00
	Balance Due	\$848.83



mantooth
marketing company

Invoice

Date	Invoice #
4/30/2013	3263

2715 Sage Creek Road
Fort Collins, CO 80528

970-482-7644

Bill To
Windsor Colorado Downtown Dev Authority Kristie Melendez 800 3rd Street Windsor, CO 80550

Project
Wheel and Deal

Acct Manager	Terms
Connie Hanrahan	Net 30

PO Number	Description	Hours/Units	Hrly/Flat Rate	Amount
	Planning for USA Pro Tour	1	62.50	62.50
	Email follow up.	0.1	62.50	6.25
	Press release development and content discussion.	0.25	62.50	15.63
	Media buy planning for Wheel & Deal campaign.	0.5	62.50	31.25
	Outlining design materials.	1	62.50	62.50
	Press Release for Wheel & Deal campaign.	0.5	62.50	31.25
	March Meeting	3	62.50	187.50
	April Meeting	3	62.50	187.50

Thank you for choosing Mantooth to execute your event. We appreciate it!	Total	\$584.38
	Payments/Credits	\$0.00
	Balance Due	\$584.38



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

<i>Finance Department</i>	
Vendor #	
Obligation #	

PAYMENT REQUEST

INVOICE NUMBER: 12355	
VENDOR: Liley Rogers & Martell LLC	
DBA:	
(IF OTHER THAN VENDOR)	
Address: 300 South Howe's Street Fort Collins, CO 80521	
Phone:	
Fax:	

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
	Patti Garcia		P Garcia

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
19	486	6252		Legal services – 5/30/2013	597.50
				TOTAL	\$ 597.50

MEMORANDUM

TO: Town of Windsor
Attn: Patti Garcia

FROM: Liley, Rogers & Martell, LLC

DATE: May 30, 2013

RE: Invoice and Cover Sheet Enclosed

As in the past, please find enclosed Invoice #12335 with detail of charges for the current billing cycle.

Also find enclosed the cover sheet, which is the billing part to present to the Board without all the confidential detail. This sheet reflects the credit given by Lucia for the previous invoice with the Balance Due reflecting the amount to be paid after applying the credit.

Thank you!

Pam Hawley
Bookkeeper - Liley, Rogers & Martell, LLC

Liley Rogers & Martell, LLC

300 South Howe's Street
Fort Collins, CO 80521

Town of Windsor
c/o Patti Garcia
301 Walnut Street
Windsor, CO 80550

May 30, 2013

Re: DDA
Invoice #12335 Summary of Charges Due

Previous Balance	\$ 845.00
Payment – 5/6/13 -Thank you, No.65024	(\$ 845.00)
Additional Credit per Lucia A. Liley toward charges on Invoice #12312	(\$ 558.00)
Services Rendered per Invoice #12335	<u>\$ 1,155.50</u>
Total Balance Due	<u>\$ 597.50</u>

Liley Rogers & Martell, LLC

300 South Howes Street
Fort Collins, CO 80521
FED ID# 06-1666312

Town of Windsor
c/o Kelly Arnold
301 Walnut Street
Windsor, CO 80550

May 30, 2013

In Reference To: DDA

Invoice #12335



Professional Services

			<u>Hrs/Rate</u>	<u>Amount</u>
3/21/2013	JCL	Emails from and to Patti Garcia regarding Board approval of Householder property purchase, details of Board action; call with Patti regarding the same	0.30 120.00/hr	36.00
3/22/2013	JCL	Telephone conference with Bob Winter regarding terms of contract for purchase of Householder property	0.20 120.00/hr	24.00
4/2/2013	JCL	Telephone conference with Patti Garcia regarding information on parcels, initiating survey and environmental assessment of property; emails from and to Patti regarding County Assessor information on parcels; information about surveyor and environmental assessment companies	0.20 120.00/hr	24.00
4/8/2013	JCL	Emails from and to Patti Garcia regarding status of survey and environmental assessment contracts; prepare purchase and sale contract for purchase of Householder property and associated exhibits	1.10 120.00/hr	132.00
4/10/2013	JCL	Make minor revisions to contract for purchase of Householder property; lengthy email to Bob Winter regarding review of contract, explanation of structure and content of contract, instructions on execution of contract	0.50 120.00/hr	60.00
4/11/2013	JCL	Telephone conference with Bob Winter regarding comments on draft contract; draft revision to contract per discussion with Bob; email to Bob regarding revised draft of contract	0.60 120.00/hr	72.00
4/17/2013	JCL	Emails from and to Patti Garcia regarding status update on Householder property purchase; call with Bob Winter regarding Board action on contract for Householder property purchase; revisions to purchase contract requested by Householders	0.30 120.00/hr	36.00



Windsor DDA Revenue

Windsor Downtown
Development
Authority

Windsor DDA Revenue Summary May 31, 2013	Collections	Budget	% of Budget
Property Tax Mill Levy	\$2,218	\$4,006	55.35%
Incremental Property Tax	\$8,410	\$16,603	50.66%
Interest	\$1	\$250	0.35%
Town of Windsor Funding	\$104,167	\$250,000	41.67%
Total	\$114,796	\$270,859	42.38%

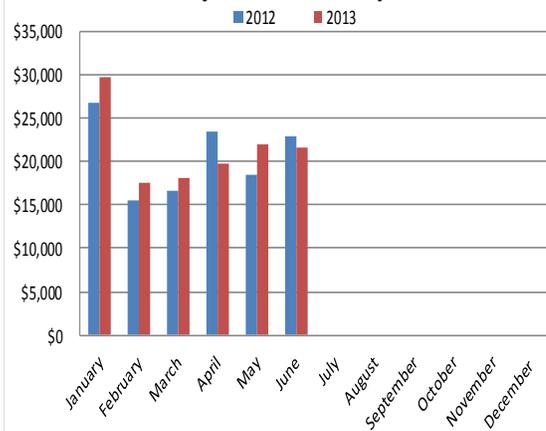
Special points of interest:

- Year to date sales tax collections through June 2013 totaled \$128,448. This was roughly \$4,700 above the 2012 collection of \$123,706.
- May 2013 sales tax collections were roughly \$1,300 below June 2012 collections. We had a collection refund in June.
- Revenue is where we expect it to be after May at 42%.

Windsor DDA Expenditures

Windsor DDA Expenditures Summary May 31, 2013	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$164	\$300	54.72%
Public Relations/Advertising	\$3,646	\$25,000	14.58%
Board Development	\$0	\$1,000	0.00%
Dues/Fees/Subscriptions	\$158	\$500	31.60%
Travel/Mileage	\$0	\$100	0.00%
Legal Services	\$1,268	\$10,000	12.68%
Contract Services	\$1,600	\$20,000	8.00%
Publishing/Recording	\$0	\$300	0.00%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$0	\$5,000	0.00%
Administrative Transfer	\$8,333	\$20,000	41.67%
Operations Total	\$15,169	\$82,700	18.34%
Capital			
Site Improvements	\$0	\$116,752	0.00%
Buildings & Structures	\$0	\$116,752	0.00%
Capital Total	\$0	\$233,504	0.00%
Grand Total	\$15,169	\$316,204	4.80%

Monthly Sales Tax Comparison



Windsor Downtown Development Authority

P.O. Box 381
Windsor, CO 80550
Email: info@windsordda.com

**Were on the web
windsordda.com**

Welcome to Windsor



DDA Mission Statement

“It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.”



PLAN OF DEVELOPMENT PROJECTS

The projects, facilities, programs and functions to be established and provided in the district will benefit and promote the health, safety, prosperity, security and general welfare of all occupants and owners thereof and will prevent deterioration of property values, will prevent the growth of blighted areas, and will be of special benefit to all property within the district.

- A. The promotion of, participation in, and assistance to private and public developments consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, and/or acquiring, constructing, reconstruction, rehabilitating, equipping, selling and leasing space.
- B. Public facilities and improvements as necessary to complement private developments.
- C. A parking program to provide sufficient public parking to service all occupants and owners within the district.
- D. A pedestrian and vehicular circulation system.
- E. A beautification program.
- F. A convention/exhibition facility to be built in conjunction with private development of a downtown hotel and banquet hall.

DDA Board

Bob Winter, Chairman — Bob@windsordda.com
Dan Stauss, Vice Chairman — Dan@windsordda.com
Craig Petersen, Secretary/Treasurer — Craig@windsordda.com
Brent Phinney — Brent@windsordda.com
Jason Shaeffer — Jason@windsordda.com
Sean Pike – Sean@windsordda.com
Kristie Melendez, TOW board representative — Kristie@windsordda.com