



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

May 15, 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 Manager	Kelly Arnold
Town Clerk	Patti Garcia
Director of Finance	Dean Moyer
Chief Planner	Scott Ballstadt
Associate Planner	Brett Walker
Associate Planner	Josh Olhava
Legal Counsel	Lucia Liley

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 April 18, 2013 Board of Directors Meeting – P. Garcia

Mr. Peterson moved to approve the minutes of the April 18, 2013 meeting as presented; Ms. Melendez 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 included for approval; one for legal services and another for labels.

Ms. Liley requested time to amend fees for legal services, noting she will resubmit that invoice at a later date.

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

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

Nays – None. Motion carried.

G. Resolution No. 2013-DDA01 – A Resolution Approving the Purchase of Real Property in the Town of Windsor, CO – L. Liley

Ms. Garcia reported the survey and environmental study have been ordered on the property.

Ms. Melendez moved to approve Resolution 2013-DDA01; Mr. Peterson seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried.



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H. Tax increment projects presentation – L. Liley

Ms. Liley presented information relating to tax increment funding as it relates to the DDA. She noted the process begins with a petition from the property owner, which is presented to the DDA Board for approval, and in turn is accepted by Ordinance by the Town Board. She emphasized this is a powerful tool to gain participation of property owners within the DDA boundaries.

Ms. Liley explained using the tax increment system is a simple tool with many advantages. It allows the DDA to develop solid budgets based upon estimates from the County Assessor, make real-time adjustments to planning and priorities, and rebalance goals and options based upon reliable data. Ms. Liley noted projects can take on a cooperative nature, and many entities can be involved provided they complete the necessary agreements.

Ms. Liley also distributed photos of projects from Fort Collins, and urged members to create a list of eligible features for project acceptance. She explained owners must present a detailed plan as part of their application. Upon approval of the project, an itemized financial report is prepared, and a closing is held at which time all parties receive documents detailing the responsibilities and financial commitments of each.

Mr. Arnold questioned if a loan program would be a viable option. Ms. Liley responded Fort Collins has elected to approach projects as grants vs. loans. She also noted projects are tied to properties, and change of ownership does not negate agreements with the DDA.

Mr. Ballstadt asked how the City of Fort Collins chose to align internal policies between the City and their DDA. Ms. Liley explained policies through which DDA properties are flagged so that any projects brought to the City are in turn redirected to the DDA to begin the application process. She also invited the Windsor DDA to attend a Fort Collins DDA meeting to see their process and ask questions, noting they meet on the second Thursday of the month at 7:30 a.m. She assured staff the City of Fort Collins staff would be happy to meet with them and assist where possible.

Ms. Melendez moved to have staff take steps to begin developing a Façade Program for Windsor; Mr. Shaeffer seconded the motion. Roll call on the vote resulted as follows:

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

Nayes – None. Motion carried.

I. Dashboard Map Exercise – Identify levels of participation throughout the DDA

Mr. Walker and Mr. Arnold briefly explained the focus of this exercise is to identify spheres of influence within the DDA boundaries. Members discussed properties block by block and prioritized them based upon current participation in DDA programs, opportunities for growth, parking issues, and needs. It was noted this exercise should be repeated at least every 6 months to compare and measure effectiveness of activities. Mr. Ballstadt added future discussions may need to include a review of the zoning code in the area.

J. Report from Sub-Committees

1. Marketing Committee

- Pro Cycling Challenge update

Ms. Melendez reported the “Wheels & Deals” promotion will launch on August 2, and will have its own logo for posters and water labels. She noted the marketing focus of the event will reach beyond the borders of Windsor to draw participants and visitors as a regional event. She also reported the American Legion will host a breakfast for “Wheels & Deals” participants.

Ms. Melendez reminded the Board that Mantooth is working with Taco Johns in supporting a potential continuation of Salsa in the Streets in September.

2. Beautification Committee

The Beautification Committee has not met.



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3. Parking Committee

- Bicycle parking – bike rack information, placement and consideration of costs - *Information provided at DDA meeting*

Mr. Walker shared conversations regarding bike rack options to the DDA; one with loops and a second that looks like a bike but is a rack (called an Advocate), noting red to be the preferred color. He added he is looking for local artisans to create the racks, and has located a group in Pierce that may be able to supply the racks in time for the event. He is awaiting prices, and a portfolio of previous creations from the source, and will share that information with the Board when received. Mr. Peterson reminded the Board of local availability of powder coating, which would keep the racks looking new much longer than if left untreated. It was noted that Mr. Stauss may be able to pick the racks up while in Wisconsin, if local fabrication is not an option.

K. Communications

Ms. Garcia displayed the Preserve America designation sign to be placed on the corner of 6th and Main Streets.

Mr. Arnold told of this year's first Concert in the Park to be held in conjunction with the All-Town BBQ on June 6. He noted this will be the first event with the expanded Beer Garden, and would like to receive feedback from the DDA following the event.

Mr. Arnold also shared discussions with the Colorado State Historical Society office related to the mill. He described a Conditions Assessment program that would include a community wide feasibility and assessment study. He told the Board the assessment would be conducted by students at CU Denver, following completion of a Memorandum of Understanding between Mr. Lauer, The Town of Windsor, The State of Colorado and the DDA.

Ms. Melendez raised questions about parking, particularly in preparation for the bike race, inquiring if plans were in place for signage. Mr. Arnold responded the Town will take the lead on signage, noting some placements will be permanent and some temporary.

L. 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.


Deputy Town Clerk