



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

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
Dean Koehler

Absent: Jason Shaeffer (excused)

Also present:

Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Associate Planner	Brett Walker
Associate Planner	Josh Olhava
Administrative Specialist	Sandra Sheffler

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

Additional discussion regarding Bulls on the Beach, DOLA and the mill and a request for a bike rack from Duke of Windsor was added to the agenda.

E. Approval of Minutes from the June 12, 2013 Board of Directors Meeting – P. Garcia

Mr. Peterson moved to approve the minutes of the June 12, 2013 meeting as presented; Mr. Stauss seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried.

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

Ms. Garcia reported on the bills submitted for approval, Weld County property taxes, legal services and marketing for the Wheel & Deal Project.

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

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

Nays – None. Motion carried.

G. Report from Sub-Committees

Marketing Committee

1. Farmer's Market

Ms. Melendez reported on the sales of water bottles and the need for help manning the booth in the near future. It has also been mentioned that vendors would like to be on site 1.5 hours before opening to allow for adequate setup. This request will be passed on to the event organizers.

2. Wheels n Deals Promotion



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Ms. Melendez reported the Wheels n Deals promotion plans are near completion and are awaiting logo/color approval from the Pro Cycle Committee.

3. Signature event scheduled for September 14, 2013

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, the band and dancers are committed. Ms. Garcia stated a special event partnership is available for the show stage, electrical, dumpsters and staff cleanup, worth approximately \$1,700 of in-kind sponsorship. Mantooth will be looking at sponsorships to offset the cost of the band and dancers, and possibly having a dance contest and inviting Mexican eateries to provide samples of food. In order for Mantooth to continue a presence with this event by creating a webpage, fliers and banners and help promoting it, they are estimating approximately 30 hours at a cost of \$2,470.00. Ms. Melendez is also requesting up to 10 hours of their time, at \$65.00 per hour, to update the DDA website and connect emails correctly.

Mr. Peterson moved to approve a \$2,500 allocation for Mantooth to work on and market the September 14, 2013 event. Roll call on the vote resulted as follows:

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

Nayes – None. Motion carried.

Mr. Peterson moved to approve up to \$650 for Mantooth to update the DDA website. Roll call on the vote resulted as follows:

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

Nayes – None. Motion carried.

Beautification Committee

1. Planters

Mr. Peterson picked up the planters and Mr. Kawamura is working on getting them installed at the four corners of 6th and Main this week. They will be installed and flowers planted and watered by hand for 2013 and an automated watering system will be installed for 2014.

2. Façade Improvement Program

Mr. Walker noted work is underway on the Façade Improvement Program and he is awaiting feedback from Fort Collins and creating draft guidelines. Town Manager Arnold recommended this be a project that is highlighted requesting support from Town Board during upcoming budget meetings.

Parking Committee

1. Bike Racks

Mr. Stauss picked up the bike racks. Public Works will assist with the installation process. The Duke has requested a bike rack in front of their building. Placement of new and replacement of current rack locations was discussed.

H. Communications

Mr. Arnold notified members of a meeting that will be taking place July 12, 2013 with Department of Local Affairs regarding the mill. Following meetings with the State Historical Fund they are still supporting the project, depending on what the community and owner desires are. The meeting will consist of the local regional representative for DOLA, the State Main Street representative, their top architect, and a grant coordinator. This group would like to meet individually with town staff representatives, the DDA, and the owner/stakeholders to evaluate if there is interest in them coming in to put together a community effort for support of the mill. Following the meetings there will be a tour of the facility.

Mr. Pike reported his plans to organize "Bulls on the Beach" across from Chapman's Produce on land owned by Martin Lind, in September. The event will consist of a kid's rodeo, ten mutton busters, eight bull fighters and ten bull riders, followed by a concert. He is not requesting monetary support but is interested in a partnership with the town and DDA. FFA will be taking care of the parking and there will be mechanical bulls,



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bull fighting and vendors on site. Mr. Arnold recommended Mr. Pike work with Amy Porter, Special Events Coordinator, on this event.

Ms. Garcia reminded the board of their work session with Town Board on August 26 at 6:00 p.m. She encouraged committees to look at action plans, objectives and projects for 2013 and be prepared to present the same for 2014.

Ms. Garcia stated the town will be providing maps of the town, viewing areas and parking areas for the Pro Cycling Challenge. The Town Attorney has recommended property owners sign a Release and Indemnification to release the town from anything that could happen on the property during the race. Mr. Winter asked about insurance and Ms. Garcia stated the town and DDA are covered by CIRSA. Ms. Garcia will forward the information to DDA counsel for review before moving forward with it.

Mr. Peterson asked for clarification of a deadline for fence removal of the Householder property. The closing was June 21, 2013 and they have 60 days to remove the fencing. Ms. Garcia will follow up on the removal prior to the expiration of the 60 days.

Ms. Melendez reported the old opera house at 4th and Main Street, both upstairs and downstairs, has been bought by one entity. The new owners have inquired into the DDA and are working on renovations of the building.

I. Adjourn

Mr. Stauss moved to adjourn the meeting at 8:55 a.m.; Mr. Peterson seconded the motion. Roll call on the vote resulted as follows:

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

Nays – None. Motion carried.

/s/Sandra Sheffler, Administrative Specialist