



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

October 16, 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
Dean Koehler
Jason Shaeffer
Sean Pike

Absent:

Also present:

Town Manager	Kelly Arnold
Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Associate Planner	Brett Walker
Associate Planner	Josh Olhava
Director of Finance	Dean Moyer
Art & Heritage Manager	Carrie Knight
Special Events Coordinator	Amy Porter

C. Public Invited to be Heard

Chairman Winter opened the meeting for public comment, to which there was none.

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 as presented.

E. Approval of Minutes from the September 18, 2013 Board of Directors Meeting – S. Sheffler
Secretary/Treasurer Peterson motioned to approve the Minutes as presented; Board Member Melendez seconded the motion. Roll call on the vote resulted as follows:

Yeas- Winter, Stauss, Koehler, Petersen, Melendez
Nayes- None. Motion carried.

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

Town Clerk Garcia reported on the list of bills and noted the various payments made related to Wheels n Deals, sponsorship of the Breast Friends Cancer Support event held in the DDA area, marketing efforts, legal services and the survey conducted for the most recent DDA land purchase.

Secretary/Treasurer Peterson motioned to approve the Report of Bills as presented; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Koehler, Petersen, Melendez
Nayes – None. Motion carried.



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G. Consideration of Contract with C+B Designs to facilitate Concept Plan for Windsor Downtown Development Authority Property located north of Main, between 4th and 5th Streets – P. Garcia

Town Clerk Garcia reported that the contract was one that the DDA had reviewed at a previous meeting; obligations of the contract include the facilitation of a concept plan for the property north of Main Street between 4th and 5th Streets. Sketches of the concept plan will be available at the meeting of DDA property/business owners and tenants for viewing and discussion. After review of the contract by Joshua Liley, legal counsel, he requested the contract be amended to reflect specific legal terms.

Secretary/Treasurer Peterson motioned to approve the contract, subject to final approval of the contract by DDA legal counsel, and authorizing DDA legal counsel to negotiate and approve changes to the legal terms contained in the contract, and authorizing the board chair to execute the contract after approval by DDA legal counsel; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Koehler, Petersen, Melendez

Nays – None. Motion carried.

H. Preview of concept sketches; DDA lots - Kristin Cypher, C+B Designs

Documents to be provided at meeting

Ms. Cypher reviewed provided sketches of three concept plans for the DDA owned lots; 1 was heavy development including underground parking, 1,000 to 2,500 square foot residential units and restaurant/retail pads; a second identified less development with scaled back residential options and the third concept included mini lots with no underground parking. Traffic would be one-way going west to east through the back lot. Ms. Cypher noted that if parking was the goal, that the DDA may want to investigate pay-parking options.

Each concept was reviewed and discussed by the DDA. Items brought forward included rental kiosks in open space/alleyways, pedestrian walkability, ganged dumpsters and lake views. Town Manager Arnold inquired if phasing into the heavy development could be accomplished to which Ms. Cypher concurred. Mr. Arnold also recommended establishing a list of pro's and con's regarding the various concepts without putting revenue numbers to it as preliminary numbers could be incorrect or not as promised. Ms. Cypher added that the tax increment is a moving target.

The DDA board discussed that the heavy development is maximized for the DDA interests; Board Member Melendez stated that retail/restaurant is the DDA livelihood. It was noted that restaurants are money makers but do require more parking. The various options will be provided at the meeting on October 23 for review and input.

Town Manager Arnold also encouraged pedestrian flow from the DDA to Boardwalk Park to stay with the current provisions until any issues are resolved with the PUC. He was comfortable with leaving options in the sketches but encouraged the DDA to make no promises.

I. Resolution No. 2013-DDA02 – A Resolution of the Board of Directors of the Windsor Downtown Development Authority Approving and Recommending to the Town Board of the Town of Windsor the Determining and Fixing of the Mill Levy of the Windsor



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Downtown Development Authority for the Fiscal Year Ending December 31, 2014 – P. Garcia

Town Clerk Garcia reported that the mill levy recommended by staff was 2 mills; the increase had been discussed at a previous work session at which the DDA board had concurred with the recommendation. The voters have approved a mill up to 5 mills; it was noted that in order to become more self-sufficient the DDA should increase the mill by 1 each year until the 5 mills was achieved. This will correlate very closely to when the sales tax distribution to the DDA ends.

Board Member Melendez motioned to approve Resolution No. 2013-DDA02 as presented; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Koehler, Petersen, Melendez

Nays – None. Motion carried

- J. Resolution No. 2013-DDA03 - A Resolution of the Board of Directors of the Windsor Downtown Development Authority Approving and Recommending to the Town Board of the Town of Windsor the Budget of the Amounts Required to Pay the Expenses of Conducting Business of Said Authority, and the Appropriation of Funds Therefor, for the Fiscal Year Ending December 31, 2014 – P. Garcia

Town Clerk Garcia reported the 2014 budget reflect the two changes requested at the DDA work session which included increasing the façade improvement program to \$100,000 and increase the site improvement line item to \$20,000. A work session with the Town Board has been scheduled for October 28 at which time the DDA will present their budget; the Town Board will adopting the 2014 Town of Windsor budget on November 25, 2013 along with the DDA budget.

Board Member Melendez motioned to approve Resolution No. 2013-DDA03 as presented; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Koehler, Petersen, Melendez

Nays – None. Motion carried.

- K. Approval of a letter to the Town of Windsor recommending that the Town revise parking standards in the downtown area. The parking standards should reflect the historic development pattern and unique opportunities and constraints of downtown redevelopment – B. Walker

Associate Planner Walker discussed the draft letter noting it had been discussed at the Parking Committee meeting earlier in the month. The current minimum parking standards adopted by the Town of Windsor do not address the character and development pattern of downtown Windsor. Staff has researched other communities in the region and their challenges; pursuant to that research it is recommended there be some flexibility of the minimum parking requirements. Town Manager Arnold stated that this is an important issue and would like to move it forward on a work program. It was also recommended that the item be reviewed at the joint meeting with the Town Board on October 28.

Board Member Melendez motioned to approve the letter to the Town of Windsor recommending that the Town revise parking standards in the downtown area; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Koehler, Petersen, Melendez

Nays – None. Motion carried.



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L. Report from Sub-Committees

1. Marketing Committee

- Salsa on 5th Street

Board Member Melendez reported on the event noting that there were approximately 140 in attendance. The original date of September 14 would have been ideal, but due to the flooding the event was postponed and rescheduled for October 5. If the DDA wants to host the event in 2014, she recommended that it be held in August or September.

- Windsor Wonderland

Ms. Melendez reminded the DDA board of the rack cards that were printed last year that included DDA events and inquired if the DDA members would like to do something similar this year that included a list of the names and addresses of the businesses in the DDA area. The DDA board liked the idea.

The DDA board requested the Marketing Committee look at billboards and signage in 2014 that would promote the DDA area.

2. Beautification Committee

No additional information.

3. Parking Committee

Associate Planner Walker stated that a handout would be provided at the meeting on October 23 for those in the DDA to provide comments and suggestions regarding employee parking areas.

M. Communications

- Farmer's Market discussion – P. Garcia

Town Clerk Garcia reported on the 2013 Farmer's Market and acknowledged that sales were down compared to 2012 and that there were fewer vendors on a regular basis. The CSU Extension – Weld County was responsible for the Farmer's Market in 2013 and has debriefed with staff on this year's event. The DDA board had a booth at the market this year and their concerns were brought forward during the debriefing. Ms. Garcia requested direction from the DDA as to their level of participation with the Farmer's Market for 2014. The DDA board stated that they felt that the marketing needs to be better; the event should be branded. There was discussion of holding it at a different venue as Vice President Stauss stated that people attending the Farmer's Market do not stay and shop in downtown Windsor. The Marketing Committee will review information regarding the Farmer's Market and provide a recommendation to the DDA at a later meeting.

Pro Challenge monument – C. Knight

Art & Heritage Manager Knight explained to the DDA that the USA Pro Challenge Local Operating Committee had designated funds for a monument recognizing the Pro Challenge event. Ms. Knight provided a conceptual plan for a stone monument to be placed near 5th & Main which the DDA was supportive of. They asked if their logo could be added to the monument; Ms. Knight will check to see adding the DDA and Town of Windsor logo is an option.



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N. Adjourn

On a motion duly made, the meeting was adjourned at 9:40 a.m.

Upcoming meetings:

October 23 Marketing Committee @ 7:30 am

November 6 Beautification Committee @ 7:30 am

November 13 Parking Committee @ 7:30

November 20 Regular Meeting @ 7:30 am

November 27 Marketing Committee @ 7:30 am

Patti Garcia, Town Clerk