



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

November 20, 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

Also present:

Town Manager	Kelly Arnold
Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Associate Planner	Brett Walker

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 October 16, 2013 Board of Directors Meeting – P. Garcia

Secretary/Treasurer Peterson motioned to approve the Minutes as presented; Board Member Shaeffer seconded the motion. Roll call on the vote resulted as follows:

**Yeas - Winter, Stauss, Koehler, Petersen, Melendez, Shaeffer, Pike
Nays - None. Motion carried.**

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

Town Clerk Garcia presented the report of bills noting that the year to date amount paid to Mantooth Marketing was approximately \$3,500. The financial report was also included in the packet materials which indicated that September 2013 sales tax collections were about \$500 below September 2012 collections. Ms. Garcia also stated that the year to date sales tax collections were above 2012 numbers by about \$1,700. Revenue is where it is expected for September at 76.4%.

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

**Yeas - Winter, Stauss, Koehler, Petersen, Melendez, Shaeffer, Pike
Nays - None. Motion carried.**



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G. Resolution No. 2013-DDA04 – A Resolution Approving an Intergovernmental Agreement between the Windsor Downtown Development Authority and Colorado Special Districts Liability Pool – P. Garcia

Town Clerk Garcia reported on the Resolution and related Intergovernmental Agreement noting that approval would provide the DDA coverage under its own insurance policy. The policy has been reviewed by legal counsel and requires execution by the Chairman and Secretary/Treasurer. Ms. Garcia noted the policy amount listed and included in the 2014 budget of \$1,296.99 per year may increase as the DDA operating budget increased due to the addition of the façade program in 2014. The DDA directed to have Patti Garcia and Bob Winter listed as representatives on the policy.

Board Member Melendez motioned to approve Resolution No. 2103-DDA04; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Koehler, Petersen, Melendez, Shaeffer, Pike

Nays - None. Motion carried.

H. Report from Sub-Committees

1. Marketing Committee

i. Farmer's Market update – *verbal update*

Board Member Melendez reported on information she received at a meeting with Town Clerk Garcia and Art & Heritage Manager Knight regarding the Farmer's Market. It was acknowledged that there are opportunities to improve the event through marketing, updating processes and procedures and potentially adding booths for demonstrations or interactive activities. Ms. Knight's office has offered to support the Farmer's Market on a higher level this year along with working with the CSU-Weld County Extension in submitting reports on vendor contacts and with the Town for sales tax reporting purposes. The DDA Board noted the need for port-a-potties at the weekly event and requested staff to research costs to provide that service for 2014. The DDA members concurred that they would support having the event in the DDA area in 2014.

ii. Internship opportunity

Management Assistant Unger addressed the DDA members regarding the research she had done on the opportunity to hire an intern for the DDA in 2014. She attended the Monfort School of Business Employer's meeting and learned about their internship program; all graduates are required to participate a minimum of 50 hours. Ms. Unger also noted that it is recommended to pay an intern approximately \$10 per hour with actual costs at \$15 in order to cover taxes, etc. In her discussions with finance and human resources, it was determined that the intern could be hired by the Town of Windsor with the salary deducted from the administrative expense line item in the DDA budget. The estimated cost to hire in intern for 50 hours would be \$750. The DDA discussed the idea with Ms. Unger explaining the job duties of the position would include the creation of a complete business and email list of the DDA, work on the website, establishment of a newsletter and other duties as assigned.

Board Member Melendez recommended that an intern be hired and start with a term of 50 hours. Chairman Winter advised that the program could be started and evaluated in the spring to determine on how to proceed.



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Board Member Koehler motioned to approve the hiring on an intern with an expenditure of up to \$750 for 2014; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Koehler, Petersen, Melendez, Shaeffer, Pike

Nays - None. Motion carried.

Board Member Melendez also reported on Windsor Wonderland which will be held on December 7, 2013. The DDA will have a table/booth at the event at which DDA businesses can place their coupons or flyers at. It was noted that Manweiler's would be providing a "give away" at the event and Ms. Melendez encouraged other businesses owners to participate. Ms. Melendez passed around a draft of a rack card that included local retail businesses, salons and restaurants that would be available for distribution. The Chamber of Commerce has also expressed interest in distributing the rack cards on behalf of the DDA. The cost for printing 500 of the cards locally is over \$200; using a printer outside of Windsor is \$106.

Secretary/Treasurer Peterson motioned to authorize the expenditure of \$106 for the printing of 500 rack cards; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Koehler, Petersen, Melendez, Shaeffer, Pike

Nays - None. Motion carried.

2. Beautification Committee

- i. DDA-owned lots - Concept Plan status including update of October 23, 2013 meeting at Nana Bea's – *verbal update*

Chairman Winter reported on the event at Nana Bea's at which three concept plans were presented for the lots the DDA purchased between 4th and 5th Streets north of Main. Attendees were provided an opportunity to vote for their favorite concept plan with most votes going towards mid to high density development. Chairman Winter stated he knew of three individuals that did not vote but were supportive of the parking only option. Due to the need for tax increment funds to sustain the DDA, Mr. Winter advised that the DDA would never make it if the property was only used for parking. Eric Peratt, DDA property and business owner, was present and provided input related to the need to keep visibility open to Windsor Lake as his discussions with developers and homebuilders have found that it would be missed opportunity if it is not visible. The DDA discussed visibility along with parking options if the property is developed. Board Member Koehler noted that drainage reports that should be incorporated to the concept plans will be presented at the December 11 Beautification Committee meeting and may help dictate where parking can be.

Town Manager Arnold recommended that the DDA set up a process around the first of the year on how to proceed. Policy questions will need to be answered related to what the DDA is going to commit to. It was also noted that it may be beneficial to establish a focus group of neutral developers and realtors to pitch the concept to in order to receive feedback. A focus group may find issues in the high density approach or provide insight into what would be an appropriate use and/or density.

- ii. Information received regarding undergrounding - *verbal update*



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Associate Planner Walker reported the quote for the undergrounding from Xcel came in around \$152,000. A formal quote has not been received to date. Mr. Arnold informed the DDA members that the quote would be good for one year.

3. Parking Committee

I. Communications

- Historic Mill Feasibility Study – Interview & selection process
Town Clerk Garcia noted that RFP's were due to the Town by 5 pm on November 27 with interviews scheduled after January 1, 2014. DDA members would requested to review the submittals include Board Members Melendez and Pike, Vice Chair Stauss and Secretary/Treasurer Petersen.
- Schedule work session to discuss 2014 Work Plan
This will be scheduled in January, 2014.
- Review November and December regular and committee meeting schedule
Town Clerk Garcia reviewed the meeting schedule and noted the following updates:

November 27	Marketing Committee - Cancelled
December 4	Work Session with Lucia Liley to discuss façade program
December 11	Beautification & Parking Committee meetings
December 18	Regular Meeting
December 25	Marketing Committee – Cancelled

The DDA members discussed bike racks on the sidewalks; staff will review options as bike racks on the sidewalks in the DDA is not currently allowed. The DDA also discussed the City of Greeley Art on Loan program; Secretary/Treasurer Petersen will look into the program and report back to the board. Town Manager Arnold noted that Art & Heritage Manager Knight has been interested in this concept as well.

Associate Planner Walker reported that pursuant to the letter the DDA submitted to the planning commission regarding parking regulations, staff is looking at the process to get those regulations reviewed. A meeting has been set up with Fehr and Peers on Wednesday, December 11, 2013 and staff will report back on progress.

J. Adjourn

One a motion duly made, the meeting was adjourned at 8:45 a.m.

A handwritten signature in cursive script that reads "Patti Garcia".

Patti Garcia, Town Clerk