



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

April 16, 2014 – 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 March 19, 2014 Board of Directors Meeting – M. Walter
- F. Report of Bills & Financial Report – P. Garcia
- G. Downtown Corridor Plan Amendment/Bicycle Racks – J. Plummer & D. Wagner
- H. Report from Sub-Committees
 1. Marketing Committee
 - Website update – K. Melendez – *verbal update*
 - Marketing Concept with the Windsor Now – Authorization of funds – K. Melendez, Shane Fanning, Manager, Windsor Now
 - Farmer's Market Sponsorship – Authorization of funds – P. Garcia
 - Salsa on 5th – Liquor permit information – P. Garcia
 - Update on banners & sandwich boards for events – K. Unger – *verbal update*
 2. Beautification Committee – *verbal updates*
 - Gas Meter project update – P. Garcia
 - Letter of Intent - Undergrounding Funds – P. Garcia
 - Vacant lot owned by the TOW between 408 and 414 Main aka Passaretti lot – P. Garcia/D. Koehler
 3. Parking Committee – *verbal updates*
 - Status of Conditional Use Grant application for DDA-owned lots – P. Garcia
 - Use of the DDA owned lots by events/activities that are not in partnership with the TOW – P. Garcia
- I. Communications

DDA 2014 Work Plan – April Update
- J. Adjourn



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BOARD OF DIRECTORS MEETING

March 19, 2014 – 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 7:32 a.m.

B. Roll Call

Chairman Bob Winter
Vice Chairman Dan Stauss
Secretary/Treasurer Craig Peterson
Kristie Melendez
Dean Koehler (Arrived Late)
Sean Pike (Absent)
Jason Schaffer (Absent)

Also present:

Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Customer Service Supervisor	Megan Walter
Chief Planner	Scott Ballstadt

C. Public Invited to be Heard

Chairman Winter opened the meeting for public comment; there was none 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

There were no changes to the Agenda as presented.

E. Approval of Minutes from the February 19, 2014 Board of Directors Meeting – M. Walter
Secretary/Treasurer Peterson motioned to approve the Minutes as presented; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez
Nays - None. Motion carried.

Approval of Minutes from the March 12, 2014 Board of Directors Special Meeting – M. Walter
Secretary/Treasurer Peterson motioned to approve the Minutes as presented; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez
Nays - None. Motion carried.

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

Town Clerk Garcia presented the report of bills and financial report and offered to answer any questions.

Secretary/Treasurer Peterson motioned to approve the Bills as presented; Vice Chair Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez
Nays - None. Motion carried.



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- G. Consideration of Façade Improvement Program – P. Garcia
Ms. Garcia presented the final Façade Improvement Program to the board. The requested changes from previous meetings had been changed and approved by Lucia Liley.
Secretary/Treasurer Peterson motioned to approve the Façade Improvement Program as presented; Board member Melendez seconded the motion. Roll call on the vote resulted as follows:
Yeas - Winter, Stauss, Petersen, Melendez
Nayes - None. Motion carried.
- H. Downtown Development Authority as a Referral Agency – S. Ballstadt
This past fall, Town staff presented to the DDA the opportunity to become a referral agency for projects located within the DDA boundaries, or projects located 1 block outside the DDA boundary. At that meeting, the DDA showed interest in becoming a referral agency. Currently the applications are sent to the Town of Windsor Utility department, Fire District, and School District. Mr. Ballstadt is proposing that Town Staff would refer any site plan applications to the DDA board for review; they would have 10-21 days to do so. The procedures noted that upon receipt of a complete application that Town staff would send an email to the DDA Chair. The DDA members requested that the procedures be modified to state that the email notification would be sent to the entire DDA board. If the board had comment on the site plan review, they would be able to forward a letter to Planning Commission and Town Board or Town Staff if the application was approved administratively.
Secretary/Treasurer Peterson motioned to approve the site plan application referral agency program with the changes discussed; Vice Chair Stauss seconded the motion. Roll call on the vote resulted as follows:
Yeas - Winter, Stauss, Petersen, Melendez
Nayes - None. Motion carried.
- I. Downtown Corridor Plan Amendment Request/Bicycle Racks – P. Garcia
The DDA has received requests from downtown business owners to place additional bicycle racks on sidewalks in the district. Currently, the Town's Downtown Corridor Plan does not allow new bicycle racks to be placed on sidewalks in a manner that interferes with pedestrian walkways. In order for the Downtown Corridor Plan to be amended, the Planning Commission and Town Board need to hold public hearings and approve an ordinance that amends the plan.

Staff recommends the DDA authorize Bob Winter, DDA Chair, to execute a letter to the Planning Commission and Town Board requesting that the Downtown Corridor Plan be amended to allow bicycle racks on the sidewalks. The bicycle racks can be placed on the sidewalks in a manner that minimally impacts pedestrian movement, while providing additional opportunities for bicyclists to safely park bicycles downtown.
Secretary/Treasurer Peterson motioned to approve a letter be executed to request the Downtown Corridor Plan be amended to allow bicycle racks on the sidewalks; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:
Yeas - Winter, Stauss, Petersen, Melendez, Koehler
Nayes - None. Motion carried.
- J. Report from Sub-Committees



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1. Marketing Committee

i. Intern Work Plan – K. Unger

Ms. Unger presented the DDA Intern Work Plan to the board and offered to add or delete any tasks the board members recommended.

ii. Website Update – K. Melendez

The website design is coming along and as soon as Ms. Melendez has something visual she will present it at a regular meeting for board review. She also stated that the Marketing Committee is looking for the intern to capture more personal photography of the business owners and not just the buildings.

iii. Billboard Information – K. Melendez

The committee determined in their last meeting that a billboard would be extremely costly and recommended the board spends marketing money on other advertising. There was also not a particular event that could be displayed on the billboard for the high cost of the billboard.

iv. Marketing Ideas (flying banners, coupon books, ect.) K. Melendez & K. Unger

The committee discussed with the Windsor Now putting together a coupon book with the DDA businesses. A representative from the paper will get back to Ms. Melendez on pricing for the coupon books.

Ms. Unger presented the board with pricing for the flying banners and discussed options for use.

2. Beautification Committee

i. Gas Meter Project

Windsor High School shop class and art club are willing to build and paint gas meter covers for the DDA businesses. Currently, there are 31 untreated gas meters in the DDA area. Ms. Garcia will meet with the high school in the coming weeks to determine a base cost then will discuss with DDA board if they would pay for supplies up to a certain amount.

3. Parking Committee

i. Status of Conditional Use Grant Application for DDA-owned lots

Ms. Garcia met with Town of Windsor Operations Manager and Public Works Director at the DDA-owned lots to determine a plan for the Conditional Use Grant. The cost for the resurfacing is approximately \$7,100.00, and the camera of the drainage will take place within the week.

Vice Chair Stauss motioned to approve the cost of \$7,100.00 for the resurfacing project and maintenance of the lot; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez, Koehler

Nayes - None. Motion carried.

K. Communications

1. Concept Plans for Town-owned lots – Draft Document from Kristin Cypher



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Ms. Garcia presented the draft Concept Review Plans form Kristin Cypher. The next step is to have the GAP analysis from the feasibility study completed and then reach out to the development community.

2. DDA 2014 Work Plan – March Update

Ms. Garcia presented the DDA 2014 Work Plan to the Board and offered to answer any questions.

L. Adjourn

Secretary/Treasurer Peterson motioned to adjourn the meeting; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez

Nayes - None. Motion carried.

Megan Walter

Megan Walter, Customer Service Supervisor

Downtown Development Authority

REPORT OF BILLS

03/08-04/04/2014

*At the regular meeting of the Downtown Development Authority,
Colorado, held in the Windsor Town Hall Board Room on April 16, 2014
the following claims were presented, examined, and approved by the DDA*

VENDOR	DESCRIPTION	INVOICE #	AMOUNT
Vista Works	website development 50% deposit	9009	\$ 2,500.00
Lil' Flower Shop	sympathy flowers for Koehler family	8408	\$ 74.95
C+B Design	4th/5th St Property-concept plan/work thru 3/14	CB201-02	\$ 1,440.00
Town of Windsor, Planning Dept	CUG app-temp gravel pkg lot on DDA prop	032614	\$ 207.00

TOTAL DISBURSEMENT REQUEST \$ 4,221.95

TOTAL \$ 4,221.95



PO Box 4629
 PO Box 4629
 Buena Vista, CO 81211

Invoice

Date	Invoice #
3/3/2014	9009

Bill To:
Windsor Downtown Development Kristie Melendez

P.O. No.	Terms	Customer ID	Page

Quantity	Description	Rate	Amount
1	Website Development - Payment 1 of 2 - 50% deposit (original estimate \$5,000 includes business directory) Sales Tax	2,500.00 7.40%	2,500.00 0.00

Total	\$2,500.00
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If you have a Recurring Credit Card Charge Agreement with VistaWorks, and want to pay via CC, simply return this invoice marked clearly, "Pay with my Credit Card"

Phone #	Fax #	E-mail
(719) 395-5700	(719) 395-5795	receipts@vistaworks.net



Web Design, Internet Marketing, and
Software Design

Website Design and Hosting Cost Estimate

www.WindsorDDA.com

January 31st, 2014

TODAY'S DATE: 1/31/2014 VALID THROUGH: 2/28/2014

Purpose & Goals

The Purpose of this proposal is to outline and estimate options and costs for a website re-design of www.WindsorDDA.com

Website Design

Tasks:	Price
<p><u>Website Design</u></p> <ul style="list-style-type: none"> - Setup and Integration of Wordpress template. - Standard Wordpress plugin setup and integration - Design/Brand website to be visually appealing - Design website to be simple to use. - Use homepage rotator to display information members as well as potential visitors. - Use large pictures to provide graphic appeal - Add "Signup for Newsletter". - Build on top of a CMS (see below) for easy updating. - Incorporate "self" Search Engine Optimization techniques into the website design itself, allowing better overall optimization, and self-optimization by you. - Responsive Website Design, so site displays correctly on all mobile devices. <p>Includes the following pages/features:</p> <ol style="list-style-type: none"> 1) All Current pages and types of data 2) Calendar System 3) Newsletter signup 4) Responsive/Mobile Website <p>Does not include purchase of stock photography if needed to complete website design.</p> <p><u>CMS (Content Management System)</u> Includes setup of a CMS System so you can manage and maintain your own website. The system is easy-to-use and allows you or a staff member to change virtually all of the content on the website. Includes search capabilities for the whole website. Provides a way for staff to upload documents such as pictures, spreadsheets, PDFs, etc.</p> <p>All Training and support for this is included in the cost of design.</p>	<p>\$3,500</p>
Total Cost	\$3,500

Email Marketing

Costs:	Price
<p><u>Constant Contact Charges</u></p> <ul style="list-style-type: none"> • Constant Contact charges to host the email addresses within its own system. <p>Recurring Constant Contact Charges:</p> <ul style="list-style-type: none"> - List Size 0 - 500 = \$15/mo - List Size 501 - 2,500 = \$30/mo - List Size 2,501 - 5,000 = \$50/mo - List Size 5,001 - 10,000 = \$75/mo - List Size 10,001 - 25,000 = \$150/mo - List Size 25,001 - 50,000 = \$250/mo - List Size 50,001 - 75,000 = \$350/mo - List Size 75,001 - 100,000 = \$450/mo <p>*There is a non-profit discount, which I believe brings price to \$12/mo</p>	<p>\$15/mo* (starting)</p>
<p><u>Total Estimated Cost</u></p>	<p>\$Depends on Options</p>



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

Finance Department	
Vendor #	432
Obligation #	105519

PAYMENT REQUEST

INVOICE NUMBER: 008408	Notes:
VENDOR: Li'l Flower Shop	
DBA:	
(IF OTHER THAN VENDOR)	
Address: 417 Main St., Windsor, CO 80550	
Phone: 970-686-2400	
Fax:	DDA EXPENSE

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
02/24/2014	Judy Morris		<i>PSG</i>

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
19	486	6213		Flowers for the Koehler family	74.95
				TOTAL	\$74.95

Return to Stacey in Finance

Li'l Flower Shop
417 Main St.
Windsor, CO 80550
(970)686-2400
glipps3104@aol.com

Invoice

Invoice #: 008408
Invoice Date: 03/05/2014
Transaction Date: 02/24/2014
Customer ID: 2812
Reference #:

Bill To: Town Of Windsor
301 Walnut Street
Windsor, CO 80550

Order #	Del. Date	Recipient	Qty.	Description	Price	Discount	Ext. Price	
43139	02/24/2014	Dean Koehler & Family	1	Sympathy Arrangement	\$65.00	0.00%	\$65.00	
							Subtotal	\$65.00
							Delivery Fee	\$9.95
							Service Fee	\$0.00
							Tax	\$0.00
							Order Total	\$74.95
							Monies Tendered	\$0.00
							Original Invoice Total	\$74.95

19-486-6213

Invoice Transactions

Invoice Balance Due \$74.95

DUE UPON RECEIPT



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

<u>Finance Department</u>	
Vendor #	6944
Obligation #	105631

PAYMENT REQUEST

INVOICE NUMBER: CB201-02	
VENDOR: C+B Design	
DBA: (IF OTHER THAN VENDOR)	
ADDRESS: 3268 Syracuse Street Denver, CO 80238	
Phone:	
Fax:	

DDA EXPENSE

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
3/14/14	Patti Garcia		P Garcia

BUDGET LINE ITEM				DESCRIPTION	TOTAL
FUND	DEPT.	FUNCTION	PROJECT		
19	486	6253		4 th /5 th Street Property – Concept Plan – work done through 3/14/2014	1,440.00
TOTAL					\$1,440.00



design +
consensus +
solutions +

3268 Syracuse Street
Denver, CO 80238
www.cplushdesign.com

14 March 2014

Patti Garcia
c/o Windsor Downtown Development Authority
PO Box 381
Windsor, CO 80550

RE: Windsor DDA 4th/5th Street Property
C+B Job # CB201 / Invoice #CB201-02

Patti,

The following is invoice #CB201-02 for the above referenced project. Included are professional fees for work completed from November 1, 2013 through March 14, 2014. Please note that reimbursable expenses are included in the fee for this contract.

Invoice Summary	Contract Amount	% Complete	Previously Earned	Earned This Invoice
Phase 1: Background Information-Gathering				
	\$1,100.00	100%	\$1,100.00	\$0.00
Phase 2: Stakeholder Outreach				
	\$1,200.00	100%	\$1,200.00	\$0.00
Phase 3: Preliminary Design Options				
	\$3,600.00	90%	\$1,800.00	\$1,440.00
Invoice Total				\$1,440.00

Previous Balance				\$4,100.00
Payments Received To Date				-\$4,100.00
ACCOUNT BALANCE				\$1,440.00

Please call should you have any questions regarding this invoice. Thank you for this opportunity to work with you!

Sincerely,

Kristin Cypher
Owner

Patti Garcia

From: Scott Ballstadt
Sent: Wednesday, March 26, 2014 8:04 AM
To: Patti Garcia; Peggy Tremelling
Cc: Joe Plummer
Subject: RE: DDA CUG for temporary gravel parking

\$207

Scott Ballstadt, AICP
Chief Planner
Town of Windsor | Planning
Dir: 970-674-2411 | www.windsorgov.com

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From: Patti Garcia
Sent: Wednesday, March 26, 2014 7:30 AM
To: Scott Ballstadt; Peggy Tremelling
Cc: Joe Plummer
Subject: RE: DDA CUG for temporary gravel parking

Can someone tell me the amount the check needs to be?

Patti Garcia
Town Clerk/Assistant to the Town Manager
Town of Windsor | Administrative & Customer Services
Dir: 970-674-2404 | www.windsorgov.com

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From: Scott Ballstadt
Sent: Tuesday, March 25, 2014 12:34 PM
To: Peggy Tremelling; Patti Garcia
Cc: Joe Plummer
Subject: FW: DDA CUG for temporary gravel parking

Peggy – Please prepare a public hearing notice for an April 16 PC meeting and April 28 TB meeting unless you see any issues with that schedule. Thanks.

Patti – Will you be able to get Peggy the DDA check for these application fees?

Scott Ballstadt, AICP
Chief Planner
Town of Windsor | Planning
Dir: 970-674-2411 | www.windsorgov.com

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From: Joe Plummer
Sent: Tuesday, March 25, 2014 12:13 PM
To: Scott Ballstadt; Patti Garcia
Subject: RE: DDA CUG for temporary gravel parking

TOWN OF WINDSOR PLANNING DEPARTMENT

APPLICATION FOR CONDITIONAL USE

TOWN OF WINDSOR
301 WALNUT STREET
WINDSOR, CO 80550

Office: (970) 674-2415
Fax: (970) 674-2456
www.windsorgov.com



For office use only:
DATE: _____ BY: _____
Project ID #: _____
Zoning: _____

TO BE COMPLETED BY APPLICANT: (Type or print in black ink)

Street Address*: 418 Ash Street & Burlington Subdivision, Lot 22 Lot: _____ Block: _____
Subdivision: Windsor Town Subdivision, Lot 5, Parcel 080716311022 & Burlington, Lot 22, Parcel 080716300003

Conditional Use Grant approval is only valid for the applicant(s) who receive the original approval and is not transferable to subsequent occupants of the property.

*Describe the non conforming use or home occupation. Include activity description, average number of clients, need for parking, hours of operation, size of area to be used, justification of continuance of non conforming use and result of any communication with neighbors. (use back or additional sheets if necessary)

See page 2

- Windsor Municipal Code Section 16-7 and Section 16-31 <http://www.colocode.com/windsorpdf16.html>
- Legible, accurate drawings (drawn to an appropriate scale, which cannot be smaller than 1"=30') and specifications necessary for the property consideration of this grant shall be submitted with this application.
 - Conditional use grant evaluation criteria are detailed in Windsor Municipal Code Section 16-7-50.
 - Notification requirements are detailed in Windsor Municipal Code Section 16-31.

*Present use of land: Vacant commercial land Size: 1 acre
*Present use of structure: _____ Size: _____
*Proposed use of land: Parking lot Size: 1 acre
*Proposed use of structure: _____ Size: _____

If granted this conditional use grant, I/We the undersigned, agree to comply with the Code of the Town of Windsor, Colorado and any other stipulations as determined by the Town Board. I hereby depose and state under penalties of perjury that all statements and proposal submitted within this application are true and correct to the best of my knowledge.

Submitted this 20th day of March, 20 14

Patti Garcia

Windsor Downtown Development Authority

Applicant (please print)

Property Owner* (please print)

Patti Garcia

Patti Garcia

Applicant's Signature

Property Owner's Signature*

970 674 2404

970 674 2404 970 674 2456

Phone (daytime) Fax

Phone* (daytime) Fax*

pgarcia@windsorgov.com

pgarcia@windsorgov.com

Email

Email*

Applicant's Representative (if any) Name _____

Phone _____ Fax _____ Email _____

* indicates required fields

Sec. 16-10-30. Off-street parking requirements.

(3) Surfacing. All parking lots which are designed to be used for employee parking, visitor parking, customer parking and tenant parking, and all interior drives connecting such parking lots, which are designated for multifamily uses, business uses, commercial uses, industrial uses, offices and places of assembly shall be paved with asphalt or concrete. In addition, all parking lots must also conform to all of the following requirements:

- a. Be striped so as to identify each parking space;
- b. Conform to all of the Town's landscaping guidelines and requirements;
- c. Be constructed to allow for proper drainage;
- d. Be designed so as to prevent vehicles from having to back into a public or private street; and
- e. No point of ingress or egress shall be allowed to be any closer than twenty-five (25) feet of any right-of-way line of any intersecting street or alley.



Volume 2, Issue 2 February 2014

Windsor DDA Revenue

Windsor Downtown
Development
Authority

Windsor DDA Revenue Summary February 28, 2014	Collections	Budget	% of Budget
Property Tax Mill Levy	\$377	\$7,712	4.89%
Incremental Property Tax	\$585	\$16,052	3.64%
Interest	\$0	\$5	0.00%
Contributions/Sponsorships	\$0	\$0	-
Town of Windsor Funding	\$44,167	\$265,000	16.67%
Total	\$45,129	\$288,769	15.63%

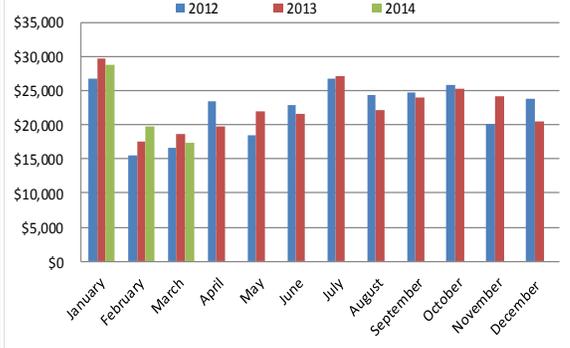
Windsor DDA Expenditures

Windsor DDA Expenditures Summary February 28, 2014	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$0	\$200	0.00%
Public Relations/Advertising	\$16	\$25,000	0.06%
Board Development	\$0	\$3,200	0.00%
Dues/Fees/Subscriptions	\$95	\$770	12.34%
Travel/Mileage	\$0	\$100	0.00%
Liability Insurance	\$1,724	\$1,297	132.92%
Legal Services	\$36	\$10,000	0.36%
Contract Services	\$0	\$20,000	0.00%
Postage	\$101	\$350	28.86%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$0	\$20,000	0.00%
County Treasurer Fees	\$13	\$300	4.33%
Miscellaneous	\$529	\$700	75.57%
Façade Program	\$0	\$100,000	0.00%
Administrative Transfer	\$3,333	\$20,000	16.67%
Operations Total	\$5,847	\$202,417	2.89%
Capital			
Site Improvements	\$0	\$20,000	0.00%
Capital Total	\$0	\$20,000	0.00%
Grand Total	\$5,847	\$222,417	2.63%

Special points of interest:

- February 2014 sales tax collections were \$2,292 above February 2013 collections, while March 2014 collections were \$1,344 below March 2013 collections.
- Revenue is close to budgeted at the end of February 2014 at 15.63%, as we should see 16% of revenue the first month of the year.
- 2014 expenditures are under the two month benchmark with only 2.63% of the budget be expended.

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
Dean Koehler — Dean@windsordda.com
Jason Shaeffer — Jason@windsordda.com
Sean Pike — Sean@windsordda.com
Kristie Melendez, TOW Board Liaison — Kristie@windsordda.com

Term: April 2017
Term: April 2014
Term: April 2014
Term: April 2017
Term: April 2016
Term: April 2016



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: April 16, 2014
To: Downtown Development Authority Board of Directors
From: Joseph P. Plummer, AICP, Director of Planning
Re: Discussion of Bicycle Racks
Item #: G.

Background / Discussion:

Downtown Corridor Plan. The Downtown Corridor Plan was adopted on May 10, 1999. Prior to its adoption, the Town did not have any development standards or design criteria established for either new construction or renovations within the downtown area. This being the case, as long as developers met basic zoning and building codes, they were allowed to construct almost anything and there were not any design regulations in place to prevent it.

Likewise and as I recall, there was interest from a prospective property owner to construct a new building constructed entirely with exterior metal walls on one of the vacant lots along Main Street between 6th and 4th Streets. This concept, of course, was inconsistent with the spirit of the developments and buildings that had already been established throughout the downtown district.

I also recall something to the effect that when staff met with this individual and shared these concerns with him, he asked to see where it said in the code that he couldn't do it. As it turned out, that individual chose not to construct the metal building.

Upon hearing of that proposal and the consequences that could have occurred by not having a set of development standards and design criteria in place for developments within the downtown area, several property owners approached the Town officials requesting that a downtown plan be prepared.

Bicycle Racks. Similar to the above situation relative to there not being any design criteria for buildings, there were not any criteria or regulations regarding bicycle racks. As such and except for any engineering regulations in the Municipal Code regarding the placement of any structures (including bicycle racks) on sidewalks, bicycle racks were virtually unregulated.

The consulting firm that prepared the Downtown Corridor Plan, BHA Design, proposed the language and illustration shown on the following page as the standards that could be implemented to address the placement of bicycle racks in the downtown area. These standards were approved and subsequently adopted as part of the Downtown Corridor Plan, and are still in effect today. (Please note when reading these criteria the (+) symbol represents a mandatory standard, whereas the (o) symbol represents a suggested standard.)

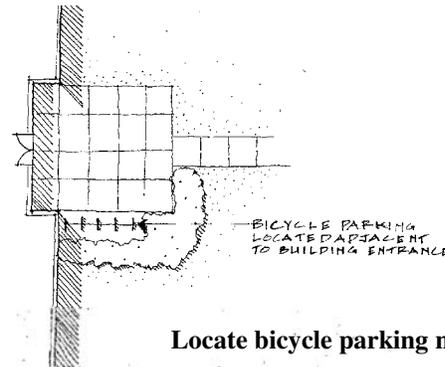
As seen in the attached letter, Chairman Winter has requested that the Town consider amending the current language in the Downtown Corridor Plan to allow for bicycle racks on sidewalks in a manner that will not hinder pedestrian walkways or safety.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Bicycle Parking

- Bicycles are an important part of the downtown area. They provide an alternative means of transportation that is non polluting, and they are popular as a recreational means of getting to shopping in the downtown area. For this reason, bicycles should be encouraged by development in the downtown area. The following policies are recommended to encourage bicycles:
- Bicycle parking shall be provided at each building. Bicycle parking shall be provided in an amount equal to 5% of the total amount of vehicular parking. In no case should there be less than one bicycle rack per building. (+)
- Bicycle racks shall be used that are durable and provide a secure support and opportunity for locking. All bicycle racks shall be compatible with the streetscape theme of the Downtown Corridor area. (+)
- Bicycle parking should be located in an area adjacent to building entries. The parking should not be located such that it interferes with pedestrian walkways. Parking should be visible from the building but, preferably not from adjacent streets. (+)
- Bicycle paths should be encouraged to connect from Lake Windsor to Main Street. (o)

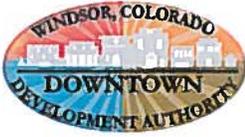


Financial Impact: N/A

Relationship to DDA Strategic Action Plan: Promote and market the downtown district

Recommendation: The DDA Board to provide Town staff with direction on next steps on the placement of bicycle racks in the downtown area.

Attachment: March 19, 2014 Letter from DDA Chairman Bob Winter



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

March 19, 2014

Mayor and Town Board
Windsor Planning Commission
301 Walnut Street
Windsor, CO 80550

Re: *Downtown Corridor Plan*
Bicycle Racks on Sidewalks

Mayor, Town Board, and Planning Commissioners:

The Windsor Downtown Development Authority (DDA) and the Town have an interest in the providing bicycle facilities to encourage active transportation. The DDA has received requests from business owners for bicycle racks in front of their businesses. Providing bicycle racks may encourage downtown visitors to ride bicycles instead of driving an automobile. Replacing automobile trips reduces congestion, wear and tear to Town maintained streets, and provides for a healthy mode of transportation. Currently, the *Downtown Corridor Plan* does not allow for bicycle racks to be placed on sidewalks because the racks would *interfere with pedestrian walkways*. The DDA believes that there is adequate space on the sidewalks to accommodate bicycle racks and not significantly interfere with pedestrian walkways. There are currently bicycle racks on the sidewalks that were installed prior to the adoption of the *Downtown Corridor Plan*. The DDA believes that these existing racks have not interfered with pedestrian walkways, or created unsafe situations for pedestrians or bicyclists.

The DDA is respectfully requesting that the Town amend the *Downtown Corridor Plan* to allow for bicycle racks on sidewalks in a manner that will not hinder pedestrian walkways or safety.

Thank you for your time and consideration in reviewing our request.

Sincerely,

A handwritten signature in blue ink that reads "Bob Winter". The signature is written in a cursive, flowing style.

Bob Winter, Chair
Downtown Development Authority



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: April 18, 2014
To: Downtown Development Authority Board of Directors
From: Patti Garcia, Assistant to Town Manager/Town Clerk
Re: Marketing Concept with the Windsor Now
Item #: H.1.

Background / Discussion:

Shane Fanning, Manager, Windsor Now, presented to the Marketing Committee marketing ideas for the businesses in the DDA area. Mr. Fanning provided the attached concept which would be the front and first inside page of the Windsor Now; it includes the DDA information along with 16 ad spaces which are 3" x 2". The Marketing Committee discussed providing funds to help offset the cost of the ads. Information from Mr. Fanning indicates that the front six ads would be sold for \$40 per spot, the 10 inside ads would be sold for \$25 per spot with the DDA paying \$230 which would cover the balance due to the Windsor Now with an additional \$103 for printing 2,000 glossy sheets. The total cost per run to the DDA would be \$333.

The Marketing Committee also discussed how often the ads should run and it was determined they should run at least once per quarter. Mr. Fanning has advised that if this was done six times (May, June, August, October, November, and December) the total cost to the DDA would be \$1,998.

The Windsor Now would be responsible for selling the ad space.

Financial Impact:

Cost per issue would be \$333 to the DDA. This would be paid out of the Public Relations-Advertising line in the DDA budget.

Relationship to DDA Strategic Action Plan:

To promote and market the district.

Recommendation:

For DDA board discussion and direction; if funding is authorized a motion will need to be made for the expenditure as well as the number of Windsor NOW issues the DDA would be participating with the ads.

Attachments:

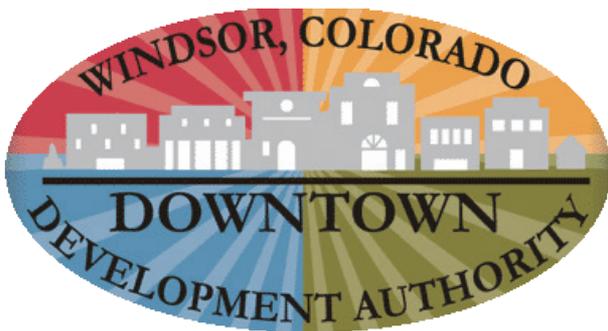
DDA ad mock up



FIND THE LATEST WINDSOR NEWS AT MYWINDSORNOW.COM, UPDATED DAILY

Windsor Now!

SUNDAY



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.

Meetings: Third Wednesday of each month - 7:30 am
Town Hall, 301 Walnut St., Windsor, CO 80550
www.windsordda.com

3x2
AD SPACE



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: April 16, 2014
To: Downtown Development Authority Board of Directors
From: Patti Garcia, Assistant to Town Manager/Town Clerk
Re: 2014 Farmer's Market Sponsorship
Item #: H.1.

Background / Discussion:

The Windsor Farmer's Market is scheduled to be held June 28, 2014 – September 20, 2014. This year will mark the third year of the market in its present location at the corner of 5th and Main Streets. The DDA has provided support of the Farmer's Market since its inception in 2012. The Town of Windsor is again partnering with CSU Extension Weld County and the Master Gardener's Program. As previously discussed, the Town will be taking on a stronger role with the Farmer's Market this year and assist with communications and operations.

The Marketing Committee discussed sponsorship of the event and is recommending the DDA authorize a \$500 sponsorship to the Farmer's Market for marketing of the event. The attached advertisement was included in The Link brochure and will be used for advertising of the event in the local newspapers.

Financial Impact:

The \$500 sponsorship will be paid out of the Public Relations/Advertising line in the DDA budget.

Relationship to DDA Strategic Action Plan:

To promote and market the district.

Recommendation:

Recommend approval of a \$500 sponsorship to the 2014 Farmer's Market for marketing of the event.

Attachments:

Advertisement from the Summer 2014 Link Brochure

Arbor Day 5K Run/Walk

The Town of Windsor Tree Board will host the 9th Annual Arbor Day 5K Run/Walk. Proceeds will go towards planting trees throughout the community. Leashed dogs are welcome. Save money and pre-register! Check-in & day-of registrations begin at 7am at Boardwalk Park. Fee includes a t-shirt while supplies last.

Pre-register by: Apr 25, 12pm

Day-of-Registration: Apr 26

Ages: all ages welcome #145010.01

\$15/person – pre-registration

\$20/person – day-of-registration

Sat Apr 26 race begins at 8am
(7am check-in and day-of-race registration)
Boardwalk Park



- Eat Fresh!
- Support Local!
- Live Music!

Saturdays, Jun 28–Sep 20
9am–12:30pm
5th Street/Main Street
www.windsorgov.com

4th of July 4-Legged 5K Run/Walk

A fun run for you and your 4-legged best friend. Race participants will receive a t-shirt. Prizes given to winners! Save money and pre-register! Check-in & day-of registrations begin at 7am at Boardwalk Park.

Pre- Register by: Jul 3, 8am

Day-of-race registration: Jul 4, 7am

Ages: 8+ #215110.01

\$15/person – pre-registration

\$20/person – day-of-registration

Fri Jul 4 race begins 8am
(7am check-in and day-of-race registration)
Boardwalk Park



August 30
through
September 1

Interested in serving on the Volunteer Committee?
Please contact Casey Johnson at 674-2899 or casey@windsorharvestfest.com
www.windsorharvestfest.com

Labor Day 5K Run/Walk

A FUN RUN for EVERYONE! Walking is OK too! Participants will receive a t-shirt. Prizes given to winners! Save money and pre-register! Check-in and day-of registrations begin at 6:30am at Boardwalk Park.

Pre-register by: Aug 29, 12pm

Day-of-race registration: Sep 1, 6:30am

Ages: 8+ #215111.01

\$15/person – pre-registration

\$20/person – day-of-registration

Mon Sep 1 race begins 7:30am
(6:30am check-in and day-of-race registration)
Boardwalk Park

WINDSOR BUSINESS
2014 EXPO & TRADE SHOW
FREE ADMISSION! WIN PRIZES!!!
TUESDAY SEPTEMBER 23RD – 2:00 PM TO 7:00 PM
COMMUNITY RECREATION CENTER • 250 N. 11TH ST • WINDSOR

Secure your booth today! Call 674-3500
Booth Fee: \$75/Chamber Members or \$100/non-Chamber Members
Table and chair rental included in price.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: April 16, 2014
To: Downtown Development Authority Board of Directors
From: Patti Garcia, Assistant to Town Manager/Town Clerk
Re: Salsa on 5th – Liquor Permit information
Item #: H.1.

Background / Discussion:

There has been discussion of providing alcohol at the Salsa on 5th event scheduled for August 23, 2014 which would require a Special Event Liquor License. In order to qualify for a Special Events Permit, an entity must be a non-profit (see attached). The non-profit would be responsible for purchasing and selling the alcohol, collecting the appropriate sales tax, and assuring the premise is secure so patrons know where alcohol is permitted. The application would be submitted to the Town Clerk's office with the \$100 fee at least 45 days before the event, it would then be considered by the Local Liquor Licensing Authority. A diagram of the premise would need to be provided, specifying the dimensions and the method which would be used to control access. Additionally, the non-profit would need to provide the appropriate insurance as the event would be held on Town property.

Financial Impact:

A Special Event Liquor Permit is \$100; the DDA could cover the cost of the application fee for a non-profit.

Relationship to DDA Strategic Action Plan:

To promote and market the district.

Recommendation:

For discussion purposes.

Attachments:

Special Event Liquor Application

Town of Windsor
 Town Clerk
 301 Walnut Street
 Windsor, CO 80550

APPLICATION FOR A SPECIAL EVENTS ALCOHOL PERMIT

Department Use Only

In order to Qualify for a Special Events Permit, you MUST BE NONPROFIT AND ONE OF THE FOLLOWING:

<input type="checkbox"/> Social	<input type="checkbox"/> Athletic	<input type="checkbox"/> Philanthropic Institution
<input type="checkbox"/> Fraternal	<input type="checkbox"/> Chartered Branch, Lodge or Chapter	<input type="checkbox"/> Political Candidate
<input type="checkbox"/> Patriotic	<input type="checkbox"/> National Organization or Society	<input type="checkbox"/> Municipality owning Arts Facilities
<input type="checkbox"/> Political	<input type="checkbox"/> Religious Institution	

TYPE OF SPECIAL EVENT APPLICANT IS APPLYING FOR: <input type="checkbox"/> MALT, VINOUS AND SPIRITUOUS LIQUOR \$100 <input type="checkbox"/> FERMENTED MALT BEVERAGE (3.2 BEER) \$100	DO NOT WRITE IN THE SPACE LIQUOR PERMIT NUMBER
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1. NAME OF APPLICANT	State Sales Tax Number
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2. MAILING ADDRESS OF ORGANIZATION OR POLITICAL CANDIDATE	3. ADDRESS OF PLACE TO HAVE SPECIAL EVENT
---	---

NAME	DATE OF BIRTH	HOME ADDRESS	PHONE NUMBER
4. PRES./SEC OF ORG. OR POLITICAL CANDIDATE			
5. EVENT MANAGER			

6. HAS APPLICANT ORGANIZATION OR POLITICAL CANDIDATE BEEN ISSUED A SPECIALE EVENT PERMIT THIS CALENDAR YEAR <input type="checkbox"/> NO <input type="checkbox"/> YES HOW MANY DAYS? _____	7. IS PREMISED NOW LICENSED UNDER STATE LIQUOR OR BEER CODE <input type="checkbox"/> NO <input type="checkbox"/> YES TO WHOM? _____
---	---

8. DOES THE APPLICANT HAVE POSSESSION OR WRITTEN PERMISSION FOR THE USE OF THE PREMISES TO BE LICENSED YES NO

Date Hours	Date Hours	Date Hours	Date Hours	Date Hours
---------------	---------------	---------------	---------------	---------------

OATH OF APPLICANT
I declare under penalty of perjury in the second degree that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct and complete to the best of my knowledge

SIGNATURE	TITLE	DATE
-----------	-------	------

REPORT AND APPROVAL OF LOCAL LICENSING AUTHORITY
The forgoing application has been examined and the premises, business conducted and character of the applicant is satisfactory, and we do report that such permit, if granted, will comply with the provision of Title 12, Article 48, C.R.S., as amended

SIGNATURE	TITLE	DATE
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APPLICATION INFORMATION AND CHECKLIST

THE FOLLOWING SUPPORTING DOCUMENTS MUST BE ATTACHED TO THIS APPLICATION FOR A PERMIT TO BE ISSUED:

- Appropriate fee
- Diagram of the area to be licensed (not larger than 8 1/2" x 11" reflecting bars, walls, partitions, ingress, egress and dimension
NOTE: If the event is to be held outside, please submit evidence of intended control, i.e., fencing, barriers, etc.
- Copy of deed, lease or written permission of owner for use of the premises
- Certificate of good corporate standing (NONPROFIT) issued by the Secretary of State within last two years; **or**
- In not incorporated, a NONPROFIT charter; **or**
- If a political Candidate, attach copies of reports and statements that were filed with the Secretary of State

- APPLICATION MUST BE SUBMITTED TO THE LOCAL LICENSING AUTHORITY AT LEAST SIXTY (60) DAYS PRIOR TO THE EVENT**
- THE PREMISES TO BE LICENSED MUST BE POSTED AT LEAST TEN (10) DAYS BEFORE A HEARING CAN BE HELD. (12-48-106 C.R.S)**
- CHECK PAYABLE TO THE TOWN OF WINDSOR**

(12-48-102 C.R.S)

A Special Event Permit issued under this article may be issued to an organization, whether or not presently license under Articles 46 & 47 of this title, which has been incorporated under the laws of this state for the purpose of social, fraternal, patriotic, political or athletic nature, and not for pecuniary gain or which is a regularly chartered branch, lodge or chapter of a national organization or society organized for such purposes and being nonprofit in nature, or which is a regularly established religious or philanthropic institution and to any political candidate who has filed the necessary reports and statements with the Secretary of State pursuant to Article 45 of Title 1, C.R.S. A special Event permit may be issued to any municipality owning arts facilities at which productions or performances of an artistic or cultural nature are presented for use at such facilities

If an event is canceled, the application fees and the day9S) are forfeited.

Town of Windsor Special Events Alcohol Permit Supplemental Questionnaire

Please answer all questions that apply. Use additional paper if necessary.

1. Is the organization incorporated under the laws of the state of Colorado? Yes No
If Yes, attach Certificate of Good Standing from Colorado Secretary of State
2. Is the applicant a political candidate? Yes No
Attach copy of finance report filed with Colorado Secretary of State
3. Do you own or have written permission to use this premises? Yes No
Attach deed or letter of permission.
4. Is the location for the Special Events Alcohol Permit requested within 500 feet of a school? Yes No
If Yes, will the school be in session during the event? Yes No
5. Has the applicant held a Special Event Alcohol Permit before? Yes No
If Yes, when was the last Special Event Alcohol Permit issued? _____

How many Special Event Alcohol Permits have been issued to the applicant this year? _____

Were there any compliance problems at any previous event hosted by the applicant? Explain: _____

What changes have been put into place to address these problems? _____

6. Is the applicant also submitting a Town of Windsor Special Event Application? Yes No

ABOUT YOUR EVENT

7. What is the estimated number of people who will be attending your event? _____
8. Describe the food that will be available during all hours that alcohol will be served. _____

Who will be providing and serving the food? _____

9. Who will be serving the alcohol, and what training have they had? _____

Attach training cards/certificates

10. How will you monitor alcohol use, identify the age of purchasers, control the location where alcohol is consumed? Include description of type and height of boundary barriers. _____

Attach a diagram showing the following:

- Linear dimensions of each boundary and total square footage of area where alcohol will be present
- Directional orientation (North arrow)
- **ALL** entrances and exits **Clearly marking** main entrance, with streets and physical addresses listed
- Highlight the perimeter of the **entire** area where alcohol will be stored, consumed and served
- Label all areas of the diagram: food service, alcohol service, alcohol storage, seating, entertainment etc.
- Show where licenses will be posted/displayed

- 11 Describe security operations (include security company name, number of officers, hours on premises). _____

12. How many volunteers will assist with your event? _____

I verify and affirm that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct and complete to the best of my knowledge. I understand that upon issuance of this Special Events Permit, it is my responsibility to manage the event as indicated on this questionnaire and comply with, and ensure that all volunteers and participants comply with, all provisions of the Colorado Liquor Code, state law, local ordinances and any other conditions placed on the issuance of this permit.

Signature / Title of Organization Officer _____

Printed Name of Officer _____

Preferred contact phone _____

Applicant email _____

Event Coordinator email _____

Mail approved license to: (if different from address listed on application page 1)

Address _____

City, State Zip _____

DDA Work Plan 2014

April 2014 Update

Beautification Committee

- A beautification program in the following areas: major entrances, Windsor Lake and Boardwalk Park, walkways and public spaces
 - Clean up the existing gas meters by painting them or covering them up
Staff has met with WHS shop and art teachers and both are supportive of moving forward. Shop teacher would like to get 3-4 boxes completed this school year. Staff will have a list of electrical boxes and correlating addresses to WHS the week of April 14 so they can determine which ones they want to do first.
 - Façade renovation program
For consideration at 3/19/2014 DDA meeting
 - Investigate Public Art program opportunities
 - Additional new planters in the DDA area/corners
2 planters ordered on February 24, 2014 and should be ready for pick up mid-April.
 - Additional bike racks near businesses
Update from Planning & Engineering on April 16 DDA agenda
- Implement a DDA referral program
 - Work with the Town of Windsor Planning Department to establish project review criteria and implement the program
Approved 3/19/2014
- Develop an incentive program for new development and redevelopment projects

Marketing Committee

- Continue to communicate with all members of the DDA and the community
 - New website
Homepage is about complete – intern will be taking pictures for the website.
 - Press releases regarding downtown events and happenings
 - Send e-newsletters with events scheduled, current & proposed projects, meeting times, etc. to the DDA members on a monthly basis
DDA intern has started and this is included in her Work Plan
 - Provide promotional information acknowledging consumer opportunities in the DDA area – ie rack cards
Rack cards & holders are being delivered to DDA businesses by intern & available at town hall.
- Establish social media presence
 - Provide current information regarding meetings, project status, event schedules & business opportunities
 - Establish social media accounts and update regularly; establish a baseline of followers and the monitor the success of those accounts
On DDA intern Work Plan
- To promote a diversity of activities in the district and to encourage the creation and continuation of public events held in the district
 - Partner with the Chamber of Commerce/Town of Windsor on events & continuation of signature event “Salsa on 5th”
Salsa on 5th has been scheduled for August 23, 2014
 - Provide opportunities for businesses to participate in special events
- To promote the downtown area through signage
 - Provide DDA information on billboards in and around northern Colorado
On hold.

Parking Committee

- Implement pedestrian safety measures in the DDA area
 - Work with Engineering & Parks department on options such as bike dismount zones, signage, and crosswalk designations
 - Identify locations for the installation of bike racks
Update from Planning & Engineering on April 16 DDA agenda.

<ul style="list-style-type: none"> • Support the Town’s effort to revise the parking regulations downtown <ul style="list-style-type: none"> ○ Work with the Town of Windsor Planning Department, Planning Commission and DDA to review documents and begin revisions as necessary
<ul style="list-style-type: none"> • Encourage downtown employees to park in non-prime spaces
<ul style="list-style-type: none"> • Work with the Town of Windsor/Police Department on speed limit enforcement along Main Street
<ul style="list-style-type: none"> • Work with Town to identify appropriate on- and off-street parking locations for Town approved events at Boardwalk Park Conditional Use Grant for temporary parking in the DDA owned lots will be considered by the PC on 4/16 and TB on 4/28.
<ul style="list-style-type: none"> • Work with Town on a unified Town-wide wayfinding system
All DDA
<ul style="list-style-type: none"> • Continue moving forward on the development of DDA-owned lots north of Main Street between 4th & 5th Streets Draft document of Concept Plans included in 3/19/14 DDA packet – waiting on gap analysis which will be included with Mill feasibility study.
<ul style="list-style-type: none"> • Meet and understand CDOT regulations for HWY 392 and HWY 257
<ul style="list-style-type: none"> • Meet with GWR
<ul style="list-style-type: none"> • Explore Main Street Candidate program as a way to coordinate DDA activities <ul style="list-style-type: none"> ○ Attend quarterly Downtown Institutes, review Main Street benefits and requirements, request Main Street training and technical assistance from DOLA staff
<ul style="list-style-type: none"> • Conduct feasibility study on Historic Mill DOLA has offered \$20,000 matching grant. Holtkamp contract under review with legal counsel. If there are issues with the contract, legal will be at the 4/16 DDA meeting.