



**TOWN BOARD WORK SESSION**  
May 19, 2014 – 5:30 P.M.  
Windsor High School, Fireside Room  
1100 Main Street, Windsor, CO 80550

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the Thursday prior to the meeting to make arrangements.

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**GOAL of this Work Session is to have the Town Board receive information on topics of Town business from the Town Manager, Town Attorney and Town staff in order to exchange ideas and opinions regarding these topics.**

**Members of the public in attendance who have a question related to an agenda item are requested to allow the Town Board to discuss the topic and then be recognized by the Mayor prior to asking their question.**

**This meeting will not be televised or recorded**

**AGENDA**

1. Review 2014-2016 Draft Strategic Plan including Vision & Mission statements
2. Discuss 2014-2016 Goals & Priorities and assure they meet the following standards:
  - Aligned – relates to missions/vision
  - Relevant – worth the time and effort
  - Realistic – doable based on available resources
  - Clear – no confusion or assumptions
  - Actionable – opportunities to exist to make it happen
3. Tagline ideas  
*Will be distributed at meeting*
4. Review steps towards adoption of Strategic Plan
5. Future meetings agenda

## Vision

1. Windsor's hometown feel fosters an energetic community spirit and pride that makes our town a special place in Northern Colorado
2. Windsor has a vibrant downtown and lake which is a community focal point and destination
3. Windsor has a strong local economy with diverse business sectors that provide jobs and services for residents
4. Windsor promotes quality development through managed growth
5. Windsor residents enjoy a friendly community with housing opportunities, choices for leisure, cultural activities, recreation and mobility for all
6. Windsor is a good environmental steward

## Mission Statement

The Town of Windsor strengthens community through the fiscally responsible and equitable delivery of services, support of hometown pride, and encourages resident involvement

## Goals & Priorities

### 1. Build Community Spirit and Pride

- ~~A. Increase~~ Continue to promote the safe and secure feelings of Windsor residents
- B. Provide and support ample opportunities for residents to be actively involved in the town governance process and in serving the community
- ~~C. Encourage successful community-supported events~~
- ~~D. C.~~ Encourage healthy, family-friendly neighborhoods
- ~~E. D.~~ Promote a "One Windsor - One Community" philosophy
- ~~F. Provide for diverse and healthy lifestyle choices in leisure, cultural activities and recreation~~
- E. Lead through stewardship of natural resources
- F. Improve appearance and aesthetics of Town
- G. Support Windsor's Youth
- H. Promote Vibrant Downtown and Lake as a Destination and Focal Point
- ~~G. I.~~ Encourage Historic Preservation
- ~~H. J.~~

### 2. ~~Promote Vibrant Downtown and Lake as a Destination and Focal Point~~ Promote Windsor as a Destination<sup>[KU1]</sup>

- ~~A. Support the Downtown Development Authority (DDA)~~ Provide for diverse and healthy lifestyle choices in leisure, cultural activities and recreation
- B. Encourage successful community-supported events

~~A.C.~~ Promote the inclusion of more creative and artistic people into the Town dynamic

~~B.D.~~ Encourage Historic Preservation

3. Diversify, Grow, and Strengthen the Local ~~Retail and Industrial~~ Economy

A. ~~Implement Foster~~ business attraction tools and promote the business retention and expansion program

B. ~~Implement Maintain~~ a retail strategy for all commercial corridors

C. Continue to Pp promote opportunities for primary and secondary employment

~~C.D.~~ Support the Downtown Development Authority (DDA)

~~D.E.~~ \_\_\_\_\_

4. ~~Promote, Manage, and Facilitate an Effective Infrastructure System in Town and the Northern Colorado Region~~ Develop and maintain effective infrastructure

A. Continue to Identify and address barriers to traffic flow

B. Support multiple forms of alternative transportation

C. ~~Identify strategies for~~ Prioritize -maintenance of streets

D. ~~Address new water system needs~~ Pursue water independence

E. ~~Address short and long term storm water needs~~

Additional priorities to consider:

- Support the development of multi-family housing
- Address the needs of the aging population

## **Vision**

1. Windsor's hometown feel fosters an energetic community spirit and pride that makes our town a special place in Northern Colorado
2. Windsor has a vibrant downtown and lake which is a community focal point and destination
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## **Mission Statement**

The Town of Windsor strengthens community through the fiscally responsible and equitable delivery of services, support of hometown pride, and encourages resident involvement

## **Goals & Priorities**

### 1. Build Community Spirit and Pride

- A. Continue to promote safe and secure feelings of Windsor residents
- B. Provide and support ample opportunities for residents to be actively involved in the town governance process and in serving the community
- C. Encourage healthy, family-friendly neighborhoods
- D. Promote a "One Windsor - One Community" philosophy
- E. Lead through stewardship of natural resources
- F. Improve appearance and aesthetics of Town
- G. Support Windsor's Youth
- H. Promote Vibrant Downtown and Lake as a Destination and Focal Point
- I. Encourage Historic Preservation

### 2. Promote Windsor as a Destination

- A. Provide for diverse and healthy lifestyle choices in leisure, cultural, activities, and recreation.
- B. Encourage successful community-supported events.
- C. Promote the inclusion of more creative and artistic people into the Town dynamic.

3. Diversify, Grow, and Strengthen the Local Economy

- A. Foster business attraction tools and promote the business retention and expansion program
- B. Maintain a retail strategy for all commercial corridors
- C. Continue to promote opportunities for primary and secondary employment
- D. Support the Downtown Development Authority (DDA)

4. Develop and maintain effective infrastructure

- A. Continue to Identify and address barriers to traffic flow
- B. Support multiple forms of alternative transportation
- C. Prioritize maintenance of streets
- D. Pursue water independence

Additional priorities to consider:

- Support the development of multi-family housing
- Address the needs of the aging population



## Strategic Planning Session

### Department Heads

April 18<sup>th</sup> 10:00 AM- Noon

Weld Re-4 School District Board Room, 1020 Main Street, Windsor

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#### Meeting Notes

- I. Introduction from Gregg Piburn
- II. Review 2012-2014 Strategic Plan Status
  - a. Mission and Vision Statement
    - i. Does the Town Board want to simplify the vision statement and brand the community?
    - ii. A simple statement to clearly define what we want to achieve
  - b. Are the goals still relevant?
    - i. Consensus to change Goal 2, "Promote Vibrant Downtown and Lake as a Destination and Focal Point"
      1. Need a more broad goal to encompass the community such as, "Create a vibrant sense of place"
    - ii. Clean up Goal 4, "Promote, Manage, and Facilitate an Effective Infrastructure System in Town and the Northern Colorado Region"
- III. Citizen Survey Results
  - a. Incorporate results into strategic planning process
  - b. Discussion regarding public outreach and hosting Town Hall forum/ice cream socials to discuss strategic plan with public.
- IV. Future Trends
  - a. 125<sup>th</sup> anniversary of Town
  - b. November Elections
  - c. Results of housing demographic study
  - d. Retiring population
  - e. Integrating multiage populations
  - f. Telecommuting population
  - g. Need for transparency
  - h. Technology
  - i. Finding new ways to communicate, educate, and contact the public
  - j. Coming out of a recession/need for quick turn-around of service delivery
  - k. Multi-modal transportation
  - l. Increased rail & truck traffic
  - m. Partnership with School/Oil & Gas revenue discussion
  - n. Weld County/ Larimer County partnerships

Memo

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V. Goals & Priorities

a. Items in red were added to goals and priorities

Planning - Joe

Continue to build and strengthen Windsor's relationships with other entities

- Review all existing intergovernmental agreements (IGAs) pertaining to land uses
- Review all existing IGAs with other taxing districts (DDA, Fire District, School Districts, Library District, Metropolitan Districts, etc.)
- Enter into new IGAs to address contemporary and future needs

Review regulatory documents for alignment with contemporary community values and visions

Windsor's growth to the north

Comprehensive Plan Update

Way-finding

Public Works - Terry

TOW public works building/shop - determine where people belong, where people go

- Share building/services with Severance – potentially house EOC in basement

Explore IGA w/National Guard Army Reserve for EOC purposes

FEMA training for TOW staff & elected officials; establish roles

Right-of-way from Windsor to I-25; address future traffic needs

Investment in infrastructure

Economic Development - Stacy

Shop local program – capture & retention of local retail tax dollars

Promote new businesses that come into TOW

Continue to promote primary employment opportunities

Incentives

Parks & Recreation - Melissa

CRC expansion/Ballot question

Museum landscape plan

2015 Parks & Rec Master Plan update

Future trails factor into Trails Plan

Improve internal and external communications

Park fee/ community fee

2015 website implementation

Public art plan

Cultural district

Engineering - Dennis

Construction of new water tank

Oversight of the feasibility study of a storm drainage project for the Law Basin West Tributary Channel

Planned and ongoing street improvements

Cornerstone Drive round-a-bout construction

Memo

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Kyger site improvement  
Continued participation in NISP

Finance/IT - Dean

New finance software & telephone network  
Future plan for Kyger  
Financing the water tank  
Researching public facility fee  
Planning dept. software

Police

Managing transition of leadership  
Track effectiveness of 2<sup>nd</sup> detective

Human Resources

Volunteer Program

Town Clerk

Water Conservation  
Downtown Development Authority projects  
Customer Service  
Advisory Board Orientation

Kelly A

Quiet Zone  
Oil & gas / school partnership



## **A 5-Point Goals Checklist**

*(To improve the odds they are achieved)*

**1:** \_\_\_ **Aligned** – relates to mission/vision

- If not, how could it be changed to better align?

**2:** \_\_\_ **Relevant** – worth the time and effort

- If not, how could it be changed to be more relevant?

**3:** \_\_\_ **Realistic** – doable based on available resources

- If not, how could it be changed to be more realistic?

**4:** \_\_\_ **Clear** – no confusion or assumptions

- If not, how could it be changed to be clearer?

**5:** \_\_\_ **Actionable** – opportunities exist to make it happen

- If not, how could it be changed to be more actionable?

## Town of Windsor 2014-2016 Strategic Plan

### **Timeline**

June – August – Department heads work on action plan

July – Town Board members present Strategic Plan goals & priorities at advisory board meetings

August - District meetings (two options)

- August 5 – Coordinate with National Night Out from 4:30 – 8 p.m., or
- August 4-17 – Hold individual district meetings

August 6-17 – Community Voice webpage activated for citizen comments

Tuesday, August 12 – Town Hall meeting

August 18-22 – Department heads finalize action plan

September 8 – Town Board Adoption of 2014-2016 Strategic Plan

Optional meetings:

Meetings with school, fire, and library districts



## FUTURE TOWN BOARD MEETINGS

Work Sessions & Regular Meetings will be held in the Board Chambers unless otherwise noted.

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May 26, 2014	Memorial Day – Meeting postponed to Tuesday, May 27, 2014
May 27, 2014 6:00 p.m.	Town Board Work Session Accessory Dwelling Units discussion
May 27, 2014 7:00 p.m.	Town Board Meeting
June 2, 2014 6:00 p.m.	Town Board Work Session Town of Windsor Employee Compensation Review Review of Town Board Compensation
June 9, 2014 5:30 p.m./1st floor conference room	Board/Manager/Attorney Monthly Meeting
June 9, 2014 7:00 p.m.	Town Board Meeting
June 16, 2014 6:00 p.m.	Town Board Work Session 2013 Audit Presentation (30 minutes) Public Works/Parks Facility discussion
June 23, 2014 6:00 p.m.	Town Board Work Session Trail Master Plan Discussion of Park Improvement Fees
June 23, 2014 7:00 p.m.	Town Board Meeting
June 30, 2014	Fifth Monday
July 7, 2014 6:00 p.m.	Town Board Work Session
July 14, 2014 5:30 p.m./1 <sup>st</sup> floor conference room	Board/Manager/Attorney Monthly Meeting
July 14, 2014 7:00 p.m.	Town Board Meeting Kern Board Meeting
July 21, 2014 6:00 p.m.	Town Board Work Session
July 28, 2014 6:00 p.m.	Town Board Work Session
July 28, 2014 7:00 p.m.	Town Board Meeting

### Additional Events

June 17-20, 2014

Colorado Municipal League Annual Conference – Breckenridge, CO

**Future Work Session Topics**

Assessment of park improvement fees