



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

May 21, 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 April 16, 2014 Board of Directors Meeting – M. Walter
- F. Report of Bills & Financial Report – P. Garcia
- G. Refresher on transparency requirements (Colorado Open Meetings Law and Open Records Act) – J. Liley
- H. Guidance on funding/sponsorship of special events – J. Liley
- I. Contracting policies – use of Town's form contract for future DDA contracts – J. Liley
- J. Update on transfer of Town-owned lot to the DDA – J. Liley
- K. Review Façade Improvement Program Policy – P. Garcia & J. Liley
- L. Report from Sub-Committees
 1. Marketing Committee
 - WindsorNow advertising update – Shane Fanning, Manager
 - Website update – K. Melendez
 - Farmer's Market update – P. Garcia
 - DDA newsletter – K. Unger
 - Chamber of Commerce Business Before Hours co-sponsored by the DDA & the Town of Windsor – July 24, 2014, 7:30-9:00 a.m.
 2. Beautification Committee – P. Garcia
 - Gas Meter project update – P. Garcia
 - Maintenance of DDA-owned lots – P. Garcia
 3. Parking Committee – P. Garcia
 - Status of asphalt/stripping on DDA owned lots – B. Winter
- M. Communications
 - Feasibility Study update and tentative calendar
 - Change of date for regular meeting from June 18 to June 25, 2014
 - Downtown Colorado Inc – Annual conference scheduled for September 9-12, Fort Collins, CO
 - DDA 2014 Work Plan – May Update
- N. Adjourn



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BOARD OF DIRECTORS MEETING

April 16, 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 7:00 a.m.

B. Roll Call

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

Also present:

Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Customer Service Supervisor	Megan Walter
Director of Planning	Joe Plummer
Director of Engineering	Dennis Wagner
Town Manager	Kelly Arnold

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 March 19, 2014 Board of Directors Meeting – M. Walter

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

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

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. Ms. Garcia noted the \$207 expense for the Conditional Use Grant application and explained the DDA Board could request a reimbursement of that expense when the Conditional Use Grant is presented at the Town Board meeting.

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

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

Nays - None. Motion carried.

G. Downtown Corridor Plan Amendment/Bicycle Racks – J. Plummer & D. Wagner

Director of Planning Plummer addressed the DDA Board regarding the Downtown Corridor Plan. The Plan was adopted in 1999 and references that bicycle racks should be allowed but they



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cannot be visible from the street, which is in conflict with the request of the DDA to have bicycle racks on the sidewalks in front of the businesses. The letter from Chairman Winter to the Town Board and Planning Commission had requested that bike racks could potentially be placed in front of businesses as long as there was not conflict with pedestrian access. Director of Planning Wagner provided a sketch of the downtown area and the current locations of bike racks; it was noted there are nine racks in the DDA area. Mr. Wagner's recommendation was for the DDA to look at the parking stalls and use space up to the curb. The DDA discussed the fact that there are currently nine racks in the DDA and if there was truly a deficiency in the number of bike racks. Secretary/Treasurer Peterson stated he would prefer the current racks to be removed and replaced with new ones. The recommendation made by staff was to straddle bike racks between several businesses so there was not one in front of each business. Board Member Melendez expressed concern with allowing each business to have their own rack due to space issues. Secretary/Treasurer Peterson commented that he wants to see what can be done to make the whole DDA corridor attractive and appealing to encourage people to stop and/or come back; he noted the use of decorative bike racks, stationary and hanging planters and directional signage. He would like the review of the Downtown Corridor Plan to encompass other items that the DDA would like to put in the DDA area, not just bicycle racks. The DDA discussed having bike racks that would be appropriate regardless of what business it was in front of. Mr. Plummer noted that the request goes beyond the scope of what was prepared for the meeting but acknowledged that if the Board wanted staff to look at those sections of the Plan, they could do so. It would be discussed at the staff level and then brought back to the DDA for review and comment. The DDA discussed looking at the entire Plan and ideas for the DDA area, such as using the front of a restaurant business for seating, etc. Mr. Plummer stated that staff would work on the language for the bike racks and look at the other sections of the Plan that had been discussed and bring something back for consideration by the DDA before moving forward through the town's process.

H. Report from Sub-Committees

1. Marketing Committee

i. Website update – K. Melendez – verbal update

Colors were reviewed and approved last week which align with the logo colors. Ms. Melendez believes that the site will be ready to go live in about three weeks pending receipt of imagery of the DDA area to be placed on the website.

Ms. Melendez noted that the rack cards are in and the DDA intern will distribute them to the DDA businesses.

ii. Marketing Concept with the Windsor Now – Authorization of funds –

K. Melendez, Shane Fanning, Manager, Windsor Now

Shane Fanning, Manager, Windsor Now, proposed to the DDA Board a concept which would advertise DDA businesses on the front and first inside page of the Windsor Now; the pages would include information regarding the DDA along with 16 - 3" x 2" ad spaces. Mr. Fanning stated that the front six ads would be sold for \$40 per spot, the 10 inside ads would be sold for \$25 per spot with an additional \$103 for printing 2,000 8½ x 11 glossy sheets each run for distribution at events (ie Farmer's Market, Salsa on 5th, etc.) The Marketing Committee had discussed providing funds to help offset the cost of the ads to make the ads more affordable. The total cost each month would be \$823 per



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month and the Marketing Committee had recommended the DDA pick up \$333 each month for a total of \$1,998 for the six months of advertising. The ads will be provided on a first come, first served basis with one ad per business. The ads will be designed by the Windsor Now.

Ms. Melendez requested the six months for publication be June, July, August, October, November and December.

A letter of support will be provided to the Windsor Now for this partnership; the Windsor Now would be responsible for selling the ad space.

Board member Koehler motioned to approve \$1,998 for advertising in the Windsor Now using the concept brought forward by Shane Fanning, Windsor Now along with a letter of support from the Downtown Development Authority; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

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

Nayes - None. Motion carried.

- iii. Farmer's Market Sponsorship – Authorization of funds – P. Garcia
Ms. Garcia reported on the Farmer's Market and noted the 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 Gardner's Program. 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.

Secretary/Treasurer Peterson motioned to approve a \$500 sponsorship to the 2014 Farmer's Market for marketing; Board member Melendez seconded the motion. Roll call on the vote resulted as follows:

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

Nayes - None. Motion carried.

- iv. Salsa on 5th – Liquor permit information – P. Garcia
Board Member Melendez reported that Salsa on 5th has been scheduled for August 23 from 5:30 to 7:30; the band has signed the contract along with the sound and stage has been secured. Ms. Garcia gave a brief overview of the process to apply for a Special Event Liquor License for the Salsa on 5th event and recommended if this was something the DDA wanted to move forward on they needed to find a non-profit to submit an application.

- v. Update on banners & sandwich boards for events – K. Unger – verbal update
Ms. Unger introduced Christy Makings who has worked as the DDA intern this spring. Ms. Unger went on to report on the banners; she had reached out to K&W Printing and Red Dog for quotes on the flying banners. The quotes were comparable for two banners, double-sided, in color, artwork and base were about \$1,000. It was noted that the DDA would not have access to the Town's sandwich boards to which Ms. Melendez stated the Chamber of Commerce had



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one that the DDA could use and Board member Stauss stated he had one that could be used.

Secretary/Treasurer Peterson motioned to authorize a \$1,060 to purchase two flying banners from K&W Printing; Board member Schaeffer seconded the motion. Roll call on the vote resulted as follows:

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

Nays - None. Motion carried.

2. Beautification Committee

i. Gas Meter project update – P. Garcia

Ms. Garcia reported that Ms. Makings had put together pictures of the individual gas meters and identified which property they belonged to. The information has been provided to Windsor High School as the current plan is for them to choose two or three to get done this year. Staff will reach out to the businesses selected to let them know of the project. Designs will be submitted to staff and the property owner and forwarded to the DDA. The boxes will not be painted until the fall semester.

ii. Letter of Intent - Undergrounding Funds – P. Garcia

Ms. Garcia reported on the concerns expressed by members of the DDA regarding the availability of the Town of Windsor's undergrounding fund. Pursuant to discussion at the committee level, it was recommended that a letter of request for the first right of refusal for the undergrounding funds be provided to the Town Board at the April 28, 2014 Town Board meeting. The DDA board concurred. Board member Schaeffer inquired as to the cost to the business owner for this project. Ms. Garcia explained that those costs to the business owners were unknown at this time. It is anticipated that once the project is established that the DDA will hire an electrician to put together those numbers. The DDA can then determine if those are costs that are absorbed by the DDA, shared with the businesses owners, or covered entirely by the business owners. Mr. Petersen stated the last information received from SafeBuilt was that the service would only have to be upgraded to the meter; nothing would need to be done related to the interior wiring.

iii. Vacant lot owned by the TOW between 408 and 414 Main aka Passaretti lot – P. Garcia/D. Koehler

Ms. Garcia reported that the DDA's legal counsel is getting the deed information so that the request to have the property transferred from the Town of Windsor to the DDA can be formalized.

3. Parking Committee

i. Status of Conditional Use Grant application for DDA-owned lots – P. Garcia

Ms. Garcia reported that the Conditional Use Grant (CUG) will be considered by the Planning Commission on April 16 at 7 pm and then by the Town Board on April 28. If the DDA would like to request reimbursement of the \$207 fee for the CUG, Ms. Garcia recommended it be done during the Town Board presentation.



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- ii. Use of the DDA owned lots by events/activities that are not in partnership with the Town of Windsor – P. Garcia

There are several upcoming events at Boardwalk Park that have requested use of the DDA –owned lots for parking. The consensus of the DDA was that the lot should be free to use for events located in proximity to the DDA area.

I. Communications

- 1. DDA 2014 Work Plan – April Update

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

J. 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

DRAFT

Downtown Development Authority

REPORT OF BILLS

04/05-05/09/2014

*At the regular meeting of the Downtown Development Authority,
Colorado, held in the Windsor Town Hall Board Room on May 21, 2014
the following claims were presented, examined, and approved by the DDA*

VENDOR	DESCRIPTION	INVOICE #	AMOUNT
Denise Hokans	DDA rack cards 'spend a day'	14329	\$ 229.00
Liley, Rogers & Martell	legal services Feb-March 2014	12538	\$ 239.50
Card Services-Arco Concrete Inc	concrete planter-colored/2	1384	\$ 860.00

TOTAL DISBURSEMENT REQUEST	<u>\$ 1,328.50</u>
TOTAL	<u>\$ 1,328.50</u>



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

<i>Finance Department</i>	
Vendor #	6969
Obligation #	106049

PAYMENT REQUEST

INVOICE NUMBER: 14329	DDA rack cards
VENDOR: Diane Hokans Design	
DBA:	
(IF OTHER THAN VENDOR)	
ADDRESS: 7-5 Braun Street Lakewood, CO 80401-4564	
Phone:	DDA EXPENSE
Fax:	

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
3/29/14	Patti Garcia		P Garcia <i>[Signature]</i>

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
19	486	6213		DDA Rack Card – "Spend a Day"	229.00
TOTAL					\$ 229.00



Diane Hokans Design
605 Braun Street
Lakewood, CO 80401-4654

ph: 303-807-6177
email: diane.hokans@icloud.com

INVOICE

To: Windsor DDA
301 Walnut Street
Windsor, CO 80550
info@windsordda.com

March 29, 2014
INVOICE# 14329

Windsor DDA Rack Card 'Spend A Day...'

Revise type and layout - 4x9; 4/4.....	65.00
Printed and delivered - Q: 500, 14pt. UV, 4 x 9, 4/4	164.00

Total due	\$ 229.00
------------------	------------------

Terms: Net 15 days

Mail to:
Diane Hokans
605 Braun Street
Lakewood, CO 80401-4654

Thank you!



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

<u>Finance Department</u>	
Vendor #	6373
Obligation #	106444

PAYMENT REQUEST

Pathi Garcia

INVOICE NUMBER: 0054 APR 2014	<u>0054 MAR 2014</u>
VENDOR: Card Services	
DBA: N/A	
(IF OTHER THAN VENDOR)	
Address: PO BOX 875852	
Kansas City, MO 64187-5852	
Phone: 800-821-5184	
Fax:	

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
04/24/14	P Garcia		<i>[Signature]</i>

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
01	413	6217		Coloradoan subscription	7.33
01	411	6214		2014 CML registrations/Morgan, Baker, Melendez, Vazquez, Adams	1610.00
01	410	5137		2014 CML registration/Garcia	37.00
01	413	5137		2014 CML registration/Arnold	252.00
01	418	5137		2014 CML registration/McCargar	250.00
01	411	6218		Hobby Lobby/TB photo frames	400.00
01	413	6213		Nana Bea's/Book for Don Thompson	21.99
01	410	5137		The Border Restaurant/Springbrook trng lunch	32.58
01	410	5137		Okole Maluna/Springbrook trng lunch	43.65
				From page two	998.21
				TOTAL	\$3,652.76

\$

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
19	486	8412 6219		Arco Concrete/Planters for DDA	860.00
01	410	5137		Garcia Admin Day/Flowers & cards	12.61
01	413	5137		Arnold Admin Day/Flowers & cards	12.56
01	415	5137		Moyer Admin Day/Flowers & cards	12.56
01	454	5137		Chew Admin Day/Flowers & cards	12.56
01	419	5137		Plummer Admin Day/Flowers & cards	12.56
01	420	5137		Johnson Admin Day/Flowers & cards	12.56
01	421	5137		Michaels Admin Day/Flowers & cards	12.56
01	431	5137		Wagner Admin Day/Flowers & cards	12.56
01	418	5137		McCargar Admin Day/Flowers & cards	12.56
01	430	5137		Walker Admin Day/Flowers & cards	12.56
01	416	5137		Robins Admin Day/Flowers & cards	12.56
				TOTAL	\$998.21



Arco Concrete Inc.

12672 WCR 6 1/4
 Fort Lupton, CO. 80621
 303-659-2800 - Phone
 303-659-1460 - Fax

Sales Receipt

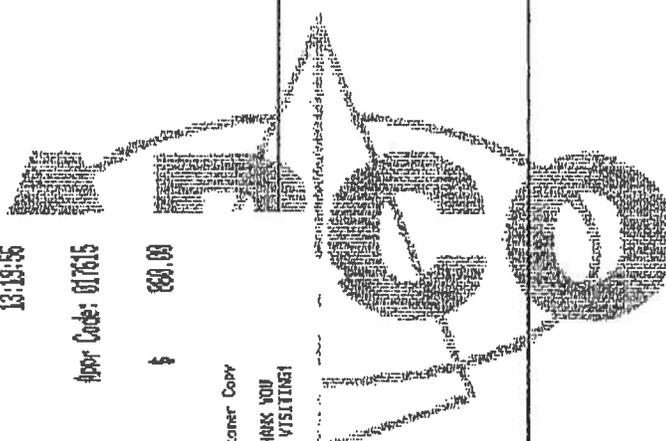
Date	Sale No.
4/21/2014	1384

Sold To:
 Town of Windsor
 301 Walnut St.
 Windsor, CO 80550

Party - 970-674-2456

Check No.	Payment Method	Prated
	Visa	

Description	Qty	Rate	Amount
Wave - 44" Dia. X 24" Tall Planter - Colored Concrete-MAE	2	430.00	860.00



ARCO CONCRETE INC
 12672 WCR 6 1/4
 FT LUPTON CO 80621
 303-659-2800

Merchant ID: 0208023894
 Term ID: 0023

Phone Order

Batch#: 068003
 13:19:56
 Entry Method: Manual
 Approved: Online
 04/17/14
 AVS Code: Y
 Invt#: 06800303
 Order #: 10945
 Total: \$ 860.00

Customer Copy
 THANK YOU
 FOR VISITING!

Subtotal	\$860.00
Sales Tax (2.9%)	\$0.00
Total	\$860.00



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

Finance Department	
Vendor #	6299
Obligation #	105992

PAYMENT REQUEST

INVOICE NUMBER: 12538	
VENDOR: Liley Rogers & Martell LLC	
DBA:	
(IF OTHER THAN VENDOR)	
Address: 300 South Howes Street Fort Collins, CO 80521	
Phone:	DDA EXPENSE
Fax:	

INVOICE DATE	PROCESSED BY	SUPERVISOR APPROVAL	DEPT. HEAD APPROVAL
04/03/2014	Patti Garcia		P Garcia

BUDGET LINE ITEM					
FUND	DEPT.	FUNCTION	PROJECT	DESCRIPTION	TOTAL
19	486	6252		Legal services – February & March 2014	239.50
				TOTAL	\$ 239.50

Liley Rogers & Martell, LLC

300 South Howes Street
Fort Collins, CO 80521

Town of Windsor DDA
c/o Patti Garcia
301 Walnut Street
Windsor, CO 80550

April 3, 2014

Re: DDA

Previous Balance	\$2,906.00
Payment – 3/11/2014 -Thank you, No.68134	(\$ 2,906.00)
Services Rendered per Invoice #12538	<u>\$ 239.50</u>
Total Balance Due	<u>\$ 239.50</u>

Liley Rogers & Martell, LLC

300 South Howes Street
Fort Collins, CO 80521
FED ID# 06-1666312

Town of Windsor DDA
c/o Patti Garcia
301 Walnut Street
Windsor, CO 80550



CONFIDENTIAL

April 03, 2014

In Reference To: DDA

Invoice #12538

Professional Services

			<u>Hrs/Rate</u>	<u>Amount</u>
2/21/2014	JCL	Telephone conference with Jay Corder regarding proposed changes to services contract for Windsor Mill	0.10 120.00/hr	12.00
2/26/2014	LAL	Emails from and to Josh Liley regarding issues in connection with Mill and DDA's financing of certain costs	0.40 180.00/hr	72.00
	JCL	Email from and to Ian McCargar regarding proposed changes to reimbursement provisions of DDA/Town of Windsor Intergovernmental Agreement	0.10 120.00/hr	12.00
3/3/2014	JPK	Review email with final Facade Improvement Policies from Patti Garcia; email to Lucia Liley; voice message for Jennifer Hensley at Fort Collins DDA	0.25 110.00/hr	27.50
3/7/2014	JCL	Email from and to Ian McCargar regarding proposed changes to reimbursement provisions of DDA/Town of Windsor Intergovernmental Agreement	0.10 120.00/hr	12.00
3/10/2014	JPK	Review email from Jennifer Hensley and attachments for completeness; request additional information; provide all to Patti Garcia	0.40 110.00/hr	44.00
3/17/2014	JCL	Email from Patti Garcia regarding packet for March 19 Board meeting; review packet	0.30 120.00/hr	36.00
3/18/2014	JCL	Telephone conference with Patti Garcia regarding monthly check-in; update on status of Windsor Mill contract	0.20 120.00/hr	24.00
		Subtotal of charges		<u>\$239.50</u>
		For professional services rendered		\$239.50

	<u>Amount</u>
Previous balance	\$2,906.00
Accounts receivable transactions	
3/11/2014 Payment - Thank You No. 68134	<u>(\$2,906.00)</u>
Total payments and adjustments	<u>(\$2,906.00)</u>
Balance due	<u><u>\$239.50</u></u>



Volume 2, Issue 3 March 2014

Windsor DDA Revenue

Windsor Downtown
Development
Authority

Windsor DDA Revenue Summary March 31, 2014	Collections	Budget	% of Budget
Property Tax Mill Levy	\$1,720	\$7,712	22.30%
Incremental Property Tax	\$3,116	\$16,052	19.41%
Interest	\$0	\$5	0.00%
Contributions/Sponsorships	\$0	\$0	-
Town of Windsor Funding	\$66,250	\$265,000	25.00%
Total	\$71,086	\$288,769	24.62%

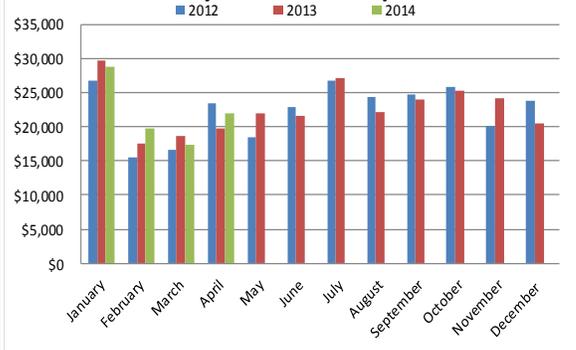
Windsor DDA Expenditures

Windsor DDA Expenditures Summary March 31, 2014	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$0	\$200	0.00%
Public Relations/Advertising	\$2,591	\$25,000	10.36%
Board Development	\$0	\$3,200	0.00%
Dues/Fees/Subscriptions	\$120	\$770	15.58%
Travel/Mileage	\$0	\$100	0.00%
Liability Insurance	\$1,724	\$1,297	132.92%
Legal Services	\$2,942	\$10,000	29.42%
Contract Services	\$1,440	\$20,000	7.20%
Postage	\$101	\$350	28.86%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$0	\$20,000	0.00%
County Treasurer Fees	\$71	\$300	23.67%
Miscellaneous	\$529	\$700	75.57%
Façade Program	\$0	\$100,000	0.00%
Administrative Transfer	\$5,000	\$20,000	25.00%
Operations Total	\$14,518	\$202,417	7.17%
Capital			
Site Improvements	\$207	\$20,000	1.04%
Capital Total	\$207	\$20,000	1.04%
Grand Total	\$14,725	\$222,417	6.62%

Special points of interest:

- March 2014 sales tax collections were \$1,344 below March 2013 collections, while April 2014 collections were \$2,047 above April 2013 collections.
- Revenue is close to budgeted at the end of March 2014 at 24.62%, as we should see 25% of revenue through the first three months of the year.
- 2014 expenditures are under the three month benchmark with only 6.62% of the budget 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 2016
Term: April 2016
Term: April 2017
Term: April 2016
Term: April 2016



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: May 21, 2014
To: Downtown Development Authority Board of Directors
From: Patti Garcia, Assistant to Town Manager/Town Clerk
Re: Review of Façade Improvement Grant Program Policy
Item #: K.

Background / Discussion:

The DDA received their first façade improvement application on April 28, 2014. The application was submitted requesting a grant for façade improvements. As staff and the applicant reviewed the policy and application, we questioned if the intent for the grant was to fund up to \$20,000 per eligible side or \$20,000 for the entire project. There is also no information included in the policy or application regarding a corner lot, which could have up to three eligible sides. Staff would like to have defined what the intent is for funding (per side or entire project) and the policy would be amended to reflect that direction.

The application submitted is currently going through the site plan process and should be on the June 25, 2014 DDA agenda for consideration.

Financial Impact:

The DDA budgeted \$100,000 for the 2014 façade improvement program.

Recommendation:

Provide direction as to the intent for the grant program; \$20,000 per eligible side or \$20,000 per project.

Attachments:

Façade Improvement Program Policies
Façade Improvement Procedural Guidelines & Application



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P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

FAÇADE IMPROVEMENT PROGRAM

Downtown Development Authority 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.

What is the Façade Improvement Program?

The Downtown Development Authority Board of Directors has authorized \$100,000 to be used to encourage property owners within the DDA district to renovate the facades of their buildings. Proposals are considered on a case-by-case basis and evaluated based on the ability of the project to further the goals of the DDA. Funding is at the discretion of the DDA Board. The funding may only be used on eligible facades that front a public right-of-way such as a street or alley way, typically to create façade features that would be infeasible without DDA funding and for which the DDA is able to secure an interest therein.

How to Apply

A. Meet with Staff

Applicants must meet with DDA staff at least three (3) weeks prior to the DDA Board meeting at which the project will be reviewed. Applicants must submit the following information for project to be considered:

- a. Completed application
- b. A narrative describing the project, narrative should include:
 - i. A brief history of the site/building,
 - ii. A description of the work proposed,
 - iii. Responses to how the project meets each of the evaluation criteria listed in the "Evaluation Criteria",
 - iv. The amount of funding requested from the DDA Board.
- c. Current photo(s) of the property and if applicable, historic photos
- d. Color façade elevation drawings with proposed materials called-out/labeled. These must be developed by a licensed professional architect.
- e. A detailed cost breakdown of the proposed façade improvement prepared by the design architect and/or contractor. The investment from the DDA may not be used for soft costs such as architectural, structural, electrical, or mechanical design fees; construction site amenities; surveying and staking; traffic controls; profit and overhead; any interior work; taxes, permits, or insurance.

Prior to meeting with the DDA Board, the applicant needs to meet with Town staff to determine the Town's approval process for any renovations. The Town's approval process may include a site plan approval and a review/approval by the Historic Preservation Commission. Assuming the Town requires site plan approval, the applicant will need to have submitted a site plan application and be nearing completion of the site plan process prior to applying for façade improvement program funds.



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Staff will advise the applicant whether the submittal is complete or if other information is needed for Board consideration. Staff will schedule the project for an upcoming Board meeting if the proposal is complete. The DDA Board generally meets the third Wednesday of each month.

B. Board Packet

Upon approval of the project by DDA staff, provide a digital copy (.pdf), of the final submittal to the DDA no later than two weeks prior to the scheduled DDA Board meeting. This information will be used for the DDA Board packet.

C. Attendance by Owner and Representatives at Board Meeting

The project owner or authorized representative will be required to make a brief (5-10 minute) presentation to the DDA Board. This presentation should highlight the aspects of the project in the context of the downtown environment. Please note that the board members will receive information regarding the application and documentation in advance of the board meeting and will be familiar with the details of the project.

Evaluation Criteria

1. Quality of materials: The use of real or authentic building materials in the construction or renovation of the façade is required. Materials should be high quality, long-lasting, and “timeless”. For example, faux stone, stone veneer, and EIFS are not considered quality material.
2. Pedestrian friendly street presence: The façade should be scaled to the pedestrian. The first floor should be permeable, with windows encompassing a significant portion of the frontage. Blank walls, minimal variation, and minimal articulation are not acceptable.
3. Timeless design: Designs should be high quality and timeless. This does not mean that designs should incorporate unauthentic historic elements. The DDA is not looking for imitations of historic buildings. Non-historic buildings can propose contemporary designs, as long as the design will not lose appeal in a short duration of time.
4. Historic fabric of the building and immediate environs: The DDA does not require historic rehabilitations but property owners should be aware that façade changes to some buildings may require review/approval by the Windsor Historic Preservation Commission (HPC). All historic buildings that are a Local Landmark or on a State or National Register must receive HPC approval of the proposed façade changes prior to being scheduled for evaluation by the Board. Properties that are currently designated as a historic site/building are required to obtain a *Landmark Alteration Certificate* prior to issuance of a building permit.
5. Green building principles: Although green building practices may not always be applicable to façade improvements, the DDA actively encourages green building practices whenever possible. The Board looks for green building principles that exceed minimum adopted codes. Examples of green building certifications include US Green Building Council’s LEED rating program, Energy Star, Sustainable Sites Initiative, and similar programs.



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6. Deconstruction: The Board encourages contractor documentation of deconstruction methods that achieve the goal of minimizing construction and demolition waste from entering the landfill.
7. Location: The location of a project may be a key factor if it advances a particular goal(s) of the DDA's mission.
8. Use: Depending upon the Board's present goals, a particular use may be advantageous or disadvantageous in meeting those goals.
9. Consistency with DDA Mission and Plan of Development: Façade improvement projects shall be consistent with the adopted mission of the DDA and the objectives and purposes of the DDA Plan of Development.

What Happens after Approval

Upon approval of funding by the DDA Board, the commitment is valid for one calendar year from the date of the approval. The DDA staff and project owner or authorized representative will meet and go through the steps necessary for the project to receive the funds which includes completion of a Project Commitment. Upon completion of the projects and submission of all DDA requirements for project funding a Façade Agreement and Grant of Easement for Facades will be drafted by the DDA legal counsel. The easement terms are based on the value of the DDA funding commitment. The easement is passive; it requires the owner to maintain the façade, to get DDA approval of subsequent changes, and it gives the DDA the ability to make repairs and lien the property if the façade is not maintained. Terms of the agreement and easement are based on the following schedule:

From \$1 to \$25,000	5 years
From \$25,001 to \$50,000	10 years
From \$50,001 to \$100,000	15 years
From \$100,001 to \$200,000	20 years

DDA funds will not be released until construction is 100% complete and all DDA requirements for project funding are satisfied.

Extension request

The project owner or authorized representative may request from the Board one 12-month extension of the commitment. The extension request would need to be submitted prior to the expiration of the original commitment and at least 30 days prior to a regular meeting of the DDA Board. If the extension is granted, the construction project must commence within the 12-month extension period or the DDA commitment will expire. If the project owner or authorized representative fails to make an extension request prior to the expiration of the commitment term or is unable to commence construction on the project after being granted the 12-month extension, a new project proposal would need to be presented to the Board for consideration. The new proposal may be the same as the original or modified.



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FAÇADE IMPROVEMENT PROGRAM APPLICATION

Date of Submittal: _____

Applicant/Property Owner: _____

Mailing Address: _____

Business Owner (if different): _____

Business Name: _____

Project Address: _____

Subdivision/Lot/Block: _____

Phone Number(s): _____ Email: _____

Architect name, phone number and email:

Contractor name, phone number and email:

Work to be performed on façade renovation (check all that apply):

- Addition of awnings, lights, signs, or other exterior amenities
- Uncover, preserve, or rehabilitate the building’s historic exterior
- Elimination of blighted conditions such as dark alleys, broken fixtures, or inaccessible entryways
- Removal of non-historic features
- Addition of Windsor and/or display areas in facade
- Restoration of brickwork, wood, masonry, stucco, or siding
- Replacement, repair, or addition of architectural details
- Repair or replacement of windows and/or doors
- Renovation of entryway
- Add new or recover existing awning
- Other (please describe) _____

Facades to be renovated (check all that apply): Front Back Alley Side(s)

Projected Start / Finish Date for Project: _____

Total Estimated Cost of Improvements: \$ _____

Attach detailed cost breakdown on a separate page

Grant/TIF Amount Requested: \$ _____ Grant TIF (check one)

Applicant’s Signature: _____ Date: _____

Property Owner Signature: _____ Date: _____



**POLICIES OF THE BOARD OF THE
WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY
IN CONNECTION WITH THE
FAÇADE IMPROVEMENT PROGRAM**

The Façade Improvement Program of the Windsor Downtown Development Authority (DDA) is designed to assist property and business owners within the DDA boundary in the renovation of building facades in an effort to increase visitor counts, increase sales tax revenues, increase property values, and improve the aesthetics of individual storefronts and the downtown as a whole, all to be to be governed and administered in accordance with the following DDA Board (Board) policies.

Policy I: Façade Tax Increment Program and Façade Grant Program

- A. Façade Tax Increment Program: The Façade Improvement Program includes a Façade Tax Increment Program (FTIP) under which the Board considers investments in façade improvement projects within the DDA boundary which increase property tax increment. The FTIP provides funding based on either the total project costs, the supportable property tax increment or the cost of eligible project features in accordance with the Project Funding Guidelines set forth in Policy V.A.
- B. Façade Grant Program: The FIP also includes a Façade Grant Program (FGP) to encourage property owners within the DDA boundary to renovate the facades of their buildings. The Grant Program provides grants of up to 25% of the total cost of the façade renovation up to a maximum of \$20,000 per façade in accordance with the Project Funding Guidelines set forth in Policy V.B.
- C. Project Funding in General: Both the FTIP and the FGP are funded by public monies. Proposals are not entitled to funding. Proposals are considered by the Board on a first-come, first-served, case-by-case basis and evaluated based on the ability of the project to further the goals of the DDA. Funding is at the discretion of the Board. Funding must be used on public improvements (i.e. improvements within a public right-of-way or easement) or eligible façade improvements.

Policy II: Program Funding

- A. FTIP: Funding for the FTIP is based on the available annual property tax increment from a particular project.
- B. FGP: Funding for the FGP is based on the amount budgeted annually by the Board.



C. Program Costs: There will be administrative costs associated with both the FTIP and the FGP, however, the DDA will recoup a portion of its legal fees incurred in connection with each project.

Policy III: Eligible and Ineligible Improvements/Expenditures

A. Public Improvements: All improvements within a public right-of-way or easement are eligible for DDA funding.

B. Façade Improvements: All façade improvements that are eligible for DDA investment through the FTIP and the FGP shall front a public street, alley or pedestrian way, or shall face an important public place.

C. Eligible Façade Improvements/Expenditures: Façade improvements/expenditures that are eligible for DDA investment through either the FTIP or the FGP include the following:

1. New awning or the renovation/restoration of existing awning;
2. Masonry repair;
3. Reparation and replacement of architectural details or materials;
4. Rehabilitation or compatible reconstruction of storefronts;
5. Removal of exterior surfaces that cover historic façade materials;
6. Exterior lighting; and
7. Exterior façade painting and/or paint removal.

C. Ineligible Façade Improvements/Expenditures: Façade improvements/expenditures that are not eligible for DDA investment through either the FTIP or the FGP include the following:

1. Interior rehabilitation unless deemed essential to the building's façade improvements;
2. Interior decorations;
3. Refinancing of debt;
4. Inventory and equipment;
5. General or routine maintenance and cleaning;
6. Business operations expenses;
7. Improvements made prior to grant approval; and
8. Horizontal materials or roofing materials (i.e. materials not visible from the public right of way).



Policy IV: Project Evaluation Criteria

A. Evaluation Criteria: The Board shall use the following criteria to evaluate proposals for DDA funding of façade improvement projects:

1. Quality of materials: The use of real or authentic building materials in the construction or renovation of the façade is required. Materials should be high quality, long-lasting, and “timeless”. For example, faux stone, stone veneer, and EIFS are not considered quality material.
2. Pedestrian friendly street presence: The façade should be scaled to the pedestrian. The first floor should be permeable, with windows encompassing a significant portion of the frontage. Blank walls, minimal variation, and minimal articulation are not acceptable.
3. Timeless design: Designs should be high quality and timeless. This does not mean that designs should incorporate unauthentic historic elements. The DDA is not looking for imitations of historic buildings. Non-historic buildings can propose contemporary designs, as long as the design will not lose appeal in a short duration of time.
4. Historic fabric of the building and immediate environs: The DDA does not require historic rehabilitations but property owners should be aware that façade changes to some buildings may require review/approval by the Windsor Historic Preservation Commission (HPC). All historic buildings that are a Local Landmark, or on a State or National Register must receive HPC approval of the proposed façade changes prior to being scheduled for evaluation by the Board. Properties that are currently designated as a historic site/building are required to obtain a *Landmark Alteration Certificate* prior to issuance of a building permit.
5. Green building principles: Although green building practices may not always be applicable to façade improvements, the DDA actively encourages green building practices whenever possible. The Board looks for green building principles that exceed minimum adopted codes. Examples of green building certifications include US Green Building Council’s LEED rating program, Energy Star, Sustainable Sites Initiative, and similar programs.



6. Deconstruction: The Board encourages contractor documentation of deconstruction methods that achieve the goal of minimizing construction and demolition waste from entering the landfill.
7. Location: The location of a project may be a key factor if it advances a particular goal(s) of the DDA's mission.
8. Use: Depending upon the Board's present goals, a particular use may be advantageous or disadvantageous in meeting those goals.
9. Consistency with DDA Mission and Plan of Development: Façade improvement projects shall be consistent with the adopted mission of the DDA and the objectives and purposes of the DDA Plan of Development.

Policy V: Project Funding Guidelines

A. FTIP:

1. Funding Formula: The amount of the DDA's funding of a façade improvement project through the FTIP shall be the lowest of the three following factors, as depicted on the attached Funding Guidelines graph:
 - An amount equal to 10% of the total value of the façade improvement project (as determined by the Assessor's valuation);
 - An amount equal to supportable property tax increment funds generated by the façade improvement project (up to 25% contribution for residential and up to 50% for commercial); and
 - An amount equal to the total cost of the eligible features of façade improvement projects and any public improvements in the right-of-way.
2. Annual Reimbursement: The approved funding amount shall be paid in annual installments in accordance with an agreement with the DDA and based upon the actual property tax increment received by the DDA for the project.
3. Payment in Lieu: Façade improvement projects funded through the FTIP that do not generate sufficient annual property tax increment to reimburse the DDA for its investment shall be required to make a payment in lieu of annual property tax increment.



- B. FGP: The amount of DDA's funding of a façade improvement project through the FGP shall be a maximum of 25% of the total cost of the façade improvements, up to a maximum of \$20,000 per façade.
- C. Timing: The approved funding for any project through either program shall not be paid until after the project is constructed and a Certificate of Occupancy or a Certificate of Completion is issued.

Policy VI: Administration of FTIP and FGP

- A. DDA Staff: The DDA staff shall be responsible for administration of the FTIP and the FGP and for development of appropriate procedures and forms to implement such programs in accordance with these policies.
- B. Standard Terms: Each DDA investment through either the FTIP or the FGP shall require the property owner to, among other things, enter into an agreement with the DDA, grant to the DDA a property easement interest in the improved façade based on the amount of the DDA's investment, subordinate all other property interests in the improved façade to the DDA's easement interest, purchase a title insurance policy insuring the DDA's property easement interest, provide ongoing maintenance of and insurance for the façade improvements and covenant against alterations of the approved façade improvements without the DDA's consent. Terms of the agreement and easement are typically based on the following schedule:

From \$1 to \$25,000	5 years
From \$25,001 to \$50,000	10 years
From \$50,001 to \$100,000	15 years
From \$100,001 to \$200,000	20 years

- C. Façade Monitoring Program: The DDA staff shall establish and administer a façade monitoring program for the purpose of ensuring compliance with the property owner's maintenance obligation and covenant against alterations during the term of the DDA's easement interest in each façade.

Policy VII: Discretion of the Board

The policies herein express the general intent and purpose of the Board regarding the Façade Improvement Program. The Board retains the right, in its sole discretion, to amend these policies to or vary their application to particular façade improvement projects provided that the overall result is consistent with the mission of the DDA and furtherance of the objectives and purposes of the DDA Plan of Development.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: May 21, 2014
To: Downtown Development Authority Board of Directors
From: Patti Garcia, Assistant to Town Manager/Town Clerk
Re: Windsor Mill Feasibility Study
Item #: M. Communications

Background / Discussion:

All the contracts have been executed related to the Windsor Mill Feasibility Study. Holtkamp, et al, has submitted the schedule below; understand that some of these dates may fluctuate as they get to work!

Monday, June 23

Initial interviews with town staff, community leaders, downtown property owners, Mill owner

Tuesday, June 23

Site assessment

Wednesday, June 24

Continued site assessment, DDA meeting Wednesday

June 30th – July 18th

Plan and Ordinance Review
Demographic and Marketing Analysis

July 21st – July 25th

Plan Workshop
Town Hall Meeting

July 28th – August 15th

Site Plan Development
Funding and Marketing Plan Development

August 18th – August 29th

Draft Presentation
Final Edits

September 1st – September 5th

Plan Adoption