

WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

February 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 7:30 a.m.

B. Roll Call

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

Also present:

Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Associate Planner	Brett Walker
Customer Service Supervisor	Megan Walter
Chief Planner	Scott Ballstadt
Art & Heritage Manager	Carrie Knight
Special Events Coordinator	Trish Chavez
CSU Extension/Weld County	Carrie Shimada

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 January 15, 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, Pike, Schaffer

Nayes - None. Motion carried.

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

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

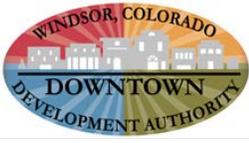
Secretary/Treasurer Peterson motioned to approve the Bills as presented; Vice Chair Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez, Pike, Schaffer

Nayes - None. Motion carried.

G. Farmers Market Update – C. Knight, T. Chavez

The Town of Windsor in partnership with the CSU Extension–Weld County is in the planning stages of the 2014 market. This year will mark the third year of the market in its present location at the corner of 5th and Main Streets. Despite the small size of the Windsor market,



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the fee is still only \$20 per day or \$200 per season. The market still doesn't require the vendor to carry insurance and will also provide additional time for vendor setup before the market. Ms. Knight informed the board they are working on a communication plan for the upcoming season so the vendors can easily and quickly communicate with staff. CSU Extension–Weld County has provided some sponsorship options below that it feels might be attractive to the DDA.

- On-site Branding: 10 x 10 Tent \$1,251.87, Tablecloth \$376.82, (2) Medium Flying
- Banners: Single Sided \$625.02, etc.)
- Sponsor a Face Painter or Balloon Artist (\$100 per hour)

The board is concerned about the lack of vendors, Ms. Knight explained that the market is still very new and will continue to grow. The market offers vendors a low fee and feels with the help of the DDA and marketing it can be a better year. She would also like to see a stronger relationship with the market and the concerts series in the park on Thursday evenings.

Mr. Pike questioned the public restroom situation; he feels there is a great need for public restroom facility. Currently other markets in surrounding communities do not provide restrooms for the visitors and Ms. Melendez stated the restrooms at the park are open during the market. The board decided they would rather see their sponsorship dollars be put towards marketing.

Applications for the market are due by May 20, 2014 and the DDA board needs to make a decision in the next few weeks as to what sponsorship dollars they would like to contribute.

Ms. Melendez was willing to provide her expertise and support for the marketing of the farmers market. She invited Ms. Knight and Chavez to the marketing committee meeting the following week to discuss further marketing options and have a final decision to the board by the next regular meeting.

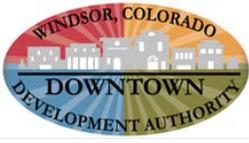
H. Tri-City Auto – Administrative Site Plan approval process – P. Garcia, B. Walker

Tri-City Auto submitted a concept review; Town staff gave them feedback on the plans as well rules and regulations of a site plan approval process. Staff is waiting for a formal site plan application to be submitted. At that point Planning will send out information to all Town departments requesting feedback on the project. The Planning Department will then review the nature and location of the proposal and determine whether or not a site plan presentation shall be scheduled before the Planning Commission and Town Board.

Vice Chair Stauss reiterated that he does not plan to sell his property at 529 Main Street and voiced concerns that the site plan has expired. Mr. Ballstadt explained that although his site plan has expired, he would have the opportunity to re-submit his site plan for re-review and, as long as it still meets all of the Town's requirements at that time, it may still be approved.

I. Downtown Development Authority 2014 Work Plan – P. Garcia

Ms. Garcia presented the DDA members with the defined 2014 Work Plan and Strategic Action Plan, she will update the information for each regular meeting based on projects beings discussed and completed during the committee meetings. The Strategic Action Plan is a requirement of the Colorado Main Street Program for funding.



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J. Façade Improvement Program – B. Walker

On January 29, 2014, Lucia Liley, DDA Attorney, and Town staff presented information on both a Façade Tax Increment Program (FTIP) and Façade Grant Program (FGP). At that meeting the Board gave staff direction to revise the evaluation criteria and draft guidelines for both the FTIP and FGP. Mr. Walker provided the board with the guidelines and asked them to consider the bolded items.

The board discussed the information presented and agreed to accept all the bolded items presented in the guidelines. The board would like to remove the requirement under Policy IV: Project Evaluation Criteria regarding Historic fabric of the building and immediate environs. The board feels there is no need for HPC to review façade changes that are only eligible for the Local Landmark, State or Federal Register but not actually registered on the list.

These guidelines will be corrected and finalized for the regular meeting in March where members will formally approve.

K. Report from Sub-Committees

1. Marketing Committee

i. Update on Intern – K. Unger

Interviews were completed for the DDA internship and the position was offered to the best candidate. She will begin mid-March and will hopefully be meeting with the board soon to discuss responsibilities.

ii. Date for Salsa on 5th Street – K. Melendez

The show stage is reserved for two day; September 16th or August 23rd. Board discussed the date, importance of Salsa on 5th, and how to gain more business for the DDA businesses during Salsa of 5th. A final date of August 23rd was decided. The option may be available to pair up with the wine fest if that event is on the same day.

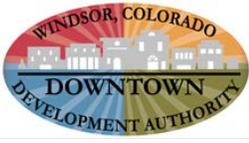
iii. Update on “new & improved” website – K. Melendez

The rack card price jumped but the board decided it was still a great marketing tool and to get those ordered before all the summer activities.

Ms. Melendez believes there may be some hidden and unknown costs associated with choosing Old Town Media for the website design. She suggested choosing Vista Works; their price for the new website design would be \$3500. Vista Works recommended a business directory module for an additional \$1500. This module would provide a Google map and link to each separate business.

Secretary/Treasurer Peterson motioned to approve Vista Works as the website designer and \$5000 for the design and business module; Vice Chair Stauss seconded the motion. Roll call on the vote resulted as follows:

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



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2. Beautification Committee

i. Planters for corners of 4th & Main Street

Town Forester Ken Kawamura advised Ms. Garcia there was room for planters on the corner of 4th and Main Street.

Secretary/Treasurer Peterson motioned to approve the purchase of two planters for 4th & Main Street; Board member Schaffer seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez, Pike, Schaffer

Nays - None. Motion carried.

3. Parking Committee

i. Use of DDA-owned lot for Town-sponsored events – P. Garcia

Town of Windsor Parks, Rec and Culture asked Ms. Garcia to check if DDA owned lots would be available for Town-sponsored events for overflow parking needs. Town of Windsor Public Works stated they would grade and strip the lots. The board suggested reground asphalt, Ms. Garcia stated they would need to apply for a conditional use grant, but would check into the process in more detail for the next meeting.

L. Communications

1. Update on the Town of Windsor/Downtown Development Authority Intergovernmental Agreement; Town Employees Authorized to provide support to the Downtown Development Authority – P. Garcia

The IGA identifies specific employees that work on DDA affairs; the Town Attorney and DDA Attorney are currently looking at revising the IGA to list more specific job duties rather than an exact employee. That way when change over occurs the IGA doesn't need to be revised and sent to Town Board.

2. Status of Historic Mill Feasibility Contract – P. Garcia

The contract is still at DOLA being reviewed. Ms. Garcia will follow up with Don Sandoval and she will forward any information to DDA members when more information is available.

3. Pasaratti Lot – P. Garcia

The lot is owned by the Town of Windsor and if the DDA would like to create a letter to Town Board requesting ownership of the lot, that should be fairly easy to obtain. Ms. Garcia suggested being very specific by stating what the DDA would like to do with the lot. The inoperable and unlicensed cars are not on Town property, but the Town of Windsor Police Department is aware of the issue and working on getting the cars removed.

M. Adjourn

Secretary/Treasurer Peterson motioned to adjourn the meeting at 9:35 a.m.; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez, Pike, Schaffer

Nays - None. Motion carried.

Megan Walter

Megan Walter, Customer Service Supervisor