



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

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

Nays - 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

Nays - 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 Shaeffer 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

Nays - None. Motion carried.

Megan Walter

Megan Walter, Customer Service Supervisor