

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

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
Sean Pike
Jason Schaeffer

Also present:

Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Customer Service Supervisor	Megan Walter
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

**Board member Melendez motioned to approve the agenda as presented; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:
Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer
Nays - None. Motion carried.**

E. Approval of Minutes from the April 16, 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, Koehler, Pike, Schaeffer
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; Board member Schaffer seconded the motion. Roll call on the vote resulted as follows:
Yeas - Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer
Nays - None. Motion carried.**

G. Refresher on transparency requirements (Colorado Open Meetings Law and Open Records Act) – J. Liley

Mr. Liley reviewed Colorado Open Meetings Law and Open Records Act with the Board. He stated all documents are public knowledge and open to inspection. He also reminded board to



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be mindful of what they are putting out for public eyes through emails and other communications. Ms. Garcia made the board aware of the request for public records procedure and that the requests come in all the time from the public. Board member Melendez stated DDA email address that weren't working properly in the past will be working correctly once the new website is up and running.

As for open meetings, Mr. Liley stated that anytime there are three or more members of the board gathered, it is considered a meeting and needs to be open to public. He suggested that board members do not discuss DDA business or members while gathered, and that email chains can also be considered a gathering of members, where a meeting should be required.

H. Guidance on funding/sponsorship of special events – J. Liley

There is no specific statute on funding/sponsorship of special events because all DDA's are different. Mr. Liley recommends all events take place in the DDA district, and that the event is in connection with DDA plan of development.

I. Contracting policies – use of Town's form contract for future DDA contracts – J. Liley

As the DDA enters into more contracts, Mr. Liley and Ms. Garcia discussed the importance of using standard Town of Windsor contract forms with DDA specific modifications. By using form contracts, it cuts down on legal fees, and makes it easier to review. These form contracts are also useful in more detailed federal contracts that contain comprehensive information in regards to labor, payroll and subcontractors.

Vice Chairman Stuass questioned rather this topic had anything to do with a purchasing or RFP process. He thinks the board should require all bids be given to local DDA businesses as a chance to strengthen the DDA district. Mr. Liley responded this was not in regard to purchasing policy and that would be a large, expensive issue the DDA will face as it grows and becomes self-sufficient.

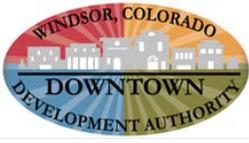
The board requested that Mr. Liley bring the form contract to the next meeting for the board to review before a decision is made.

J. Update on transfer of Town-owned lot to the DDA – J. Liley

Mr. Liley worked with Town Attorney Ian McCargar on getting this transfer completed. The Town agreed to move forward without completing title work and used a bargain and sale deed for the transfer. The expectation of the Town is that the DDA would not use this property for commercial or revenue generating purposes and wouldn't sell the property without Town's knowledge.

K. Review Façade Improvement Program Policy – P. Garcia & J. Liley

An application was received from Erik Peratt for the grant program. The application is still in staff review phase and not formally ready to come before the board, but a question was raised during review. When this policy was adopted by the DDA board, did they intend for \$20,000 to be given per side facing a public right-a-way or was it intended to be \$20,000 per project. The submitted application does ask for \$20,000 per side, with a total of three sides for this property, the request is \$60,000. Ms. Garcia is requesting board discussion and for them to determine a clear standard for the Façade Improvement Program Policy regardless of the project.



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The board discussed the total budgeted amount of \$100,000 for the year under Façade Improvement Program and the pros and cons of offering \$20,000 per side facing a public right-a-way or per project.

The board agreed the Façade Improvement Program should be \$20,000 per side facing a public right-a-way. Mr. Liley will amend the policy documents and bring for final review to the next regular board meeting.

Board member Koehler motioned to approve \$20,000 per side facing a public right-a-way; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.

L. Report from Sub-Committees

1. Marketing Committee

i. WindsorNow advertising update – Shane Fanning, Manager

The program is working great; all 16 spots have been sold. Currently the printing of the WindsorNow is done in house, but as of June 1st the printing will be outsourced to a bigger press and will affect the layout of the advertising for the DDA page. Once a decision is made, Mr. Fanning will discuss with the board and determine what layout works best for the downtown businesses. Mr. Fanning also decided to rotate the front and second page slots so everyone gets a chance to be on the front page of the paper. He also stated that DDA businesses were happy that the DDA board was supporting this advertising project.

ii. Website update – K. Melendez

Board member Melendez showed the website to the board and stated they were in the final stages of the design. The next step would be to get the users trained on how to update and manage the website.

iii. Farmer's Market update – P. Garcia

There are currently 5 vendor's signed up for the Farmer's Market. This year's market is a go no matter how many vendors are registered, but next year is uncertain at this point. The CSU Extension office runs the market, and any comments or concerns needs to be sent directly to them.

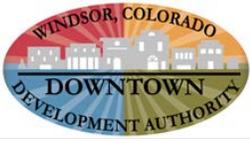
Ms. Garcia has reserved a booth for the DDA board to attend the first market.

iv. DDA newsletter – K. Unger

A DDA newsletter was created but unable to be uploaded to the website, instead it will be sent out using Constant Contact. The newsletter will be sent out quarterly to all DDA business owners.

v. Chamber of Commerce Business before Hours co-sponsored by the DDA & the Town of Windsor – July 24, 2014, 7:30-9:00 a.m.

Stacy Johnson is heading up the Business before Hours; Ms. Garcia requested any DDA board members available to attend would be great.



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2. Beautification Committee – P. Garcia
 - i. Gas Meter project update – P. Garcia
The high school will work on this project in the fall. Mr. Olhava from the Town of Windsor Planning Department is working with business owners on ideas and designs. Xcel Energy will also be contacted to ensure there will be no issue with this project.
 - ii. Maintenance of DDA-owned lots – P. Garcia
The Town of Windsor will take care of mowing the weeds and getting the property cleaned up this first time, but in the future it will be DDA responsibility.
3. Parking Committee – P. Garcia
 - i. Status of asphalt/stripping on DDA owned lots – B. Winter
The reground asphalt is being delivered and the project will be completed within the next few days. There will also be signage on the property to direct traffic.

M. Communications

1. Feasibility Study update and tentative calendar
 - i. Holtkamp Planning will be here beginning Monday June 23rd to work on the Feasibility Study; they will also be attending the June 25th regular meeting.
2. Change of date for regular meeting from June 18 to June 25, 2014
 - i. DDA board members agreed to change the regular meeting from June 18, 2014 to June 25, 2014.
3. Downtown Colorado Inc – Annual conference scheduled for September 9-12, Ft Collins
 - i. All DDA board members are budgeted to attending, Ms. Garcia will notify board when the registration opens and classes are announced.
4. DDA 2014 Work Plan – May Update
 - i. No changes were made for May.

N. Adjourn

Secretary/Treasurer Peterson motioned to adjourn the meeting; Board member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas - Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer

Nays - None. Motion carried.

Megan Walter

Megan Walter, Customer Service Supervisor