



TOWN BOARD WORK SESSION

January 5, 2015 – 6:00 p.m.

Windsor Town Hall – Town Board Chambers

301 Walnut 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.

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.

AGENDA

1. Oil & gas updates – K. Arnold, I. McCargar, S. Ballstadt, J. Plummer
Verbal updates – No packet materials
2. 125th Anniversary update – K. Unger/Slate Communications
3. Future Meetings Agenda



MEMORANDUM

Date: January 5th, 2015
To: Mayor and Town Board
Via: Kelly Arnold, Town Manager
From: Kelly Unger, Communications/ Assistant to the Town Manager
Re: Windsor 125th Anniversary Discussion
Item #: Work Session - 2

Background / Discussion:

The Town of Windsor was incorporated on April 2, 1890. The year 2015 is the Town's 125th Anniversary. In order to properly celebrate this milestone, Town staff hired the marketing firm Slate Communications. Throughout November and December staff met with the following groups to seek feedback:

- **Stakeholder meetings:** Windsor-Severance Historical Society, Historic Preservation Commission, Parks, Recreation, & Culture Advisory Board, Downtown Development Authority, Clearview Library, Windsor Middle School, and the Town Employee Committee.

These stakeholder meetings were very useful to receive feedback and develop common themes and ideas to celebrate the Town's Anniversary. Staff has prioritized these themes and created a draft outline of activities for the year. The activities fall into the following categories:

- **Celebration Categories:**
 - Events
 - Contests
 - Business Outreach
 - Dining/Breweries
 - Downtown Involvement
 - Exhibits & Displays
 - Community Promotions & Campaigns
 - Marketing Materials & Give Away Items

The attached document is a chart of the proposed celebration plan for the 125th Anniversary. The chart is divided into celebration activities by type (i.e. events, contest, etc.). This chart is our ideal plan, knowing we will likely have to trim or adjust based on costs and capacity.

What's next: Staff will prioritize and develop cost estimates and plan for implementation in 2015.

Financial impact:

	Budget	Note
Expense	\$14,000	Contract Services
Expense	\$50,000	Public Relations
Net	\$64,000	Included in the Community Events 2015 Budget

Recommendation:

For review and discussion

Attachments:

- 125th Anniversary Celebration Plan



Windsor 125th Celebration Plan

Theme: Honoring our past. Celebrating our future.

ACTIVITY	DETAILS	DATE
EVENTS		
Harvest Festival	Includes additions/enhancements to existing event	September
Volga Festival	Transform Volga Fest into larger Heritage Festival	September
Signature 125th Anniversary Event	Ideas include: fireworks, 5k, music, photo opportunity, photo booth, & unveiling Windsor 125th Anniversary Brew	Summer
Official Anniversary Event	Read Town Proclamation	April 2nd
Summer Concerts & Farmer's Market	In 2015, the two events will combine to create larger crowds	Jun.-Aug.
Movie in the Park	125 th promotional materials at event	Jun.-Aug.
Arbor Day 5K/Tree Sale	Plant new trees to honor anniversary. Provide Windsor 125th Give-Aways at event	April
Windsor High School Homecoming	Tailgate party for football game and recognition of 125th Anniversary	October
Running Races & Athletic Events (Partner Events)	Provide Windsor 125th Give-Aways	Year Round
DINING/BREWRIES		
Windsor 125 Beer	Commemorative brew to celebrate the anniversary	Summer
125 Dining Promotion	\$1.25, \$12.50, or \$125 specials	March
CONTESTS		
School Involvement	2nd Grade essay contest, High School Art contest, coloring contest for younger children	October
BUSINESS OUTREACH		
Business Involvement	Window decals, displays, sidewalk art	Jan.-Dec.

ACTIVITY	DETAILS	DATE
Downtown Involvement		
Downtown Development Authority	Plaza of lights in Downtown, hanging banners, mural, custom Windsor 125th light display on building	TBD
EXHIBITS & DISPLAYS (in priority order)		
Museum/ Library Involvement	Traveling display, Museum exhibit, un-manned display at Library	TBD
COMMUNITY PROMOTIONS & CAMPAIGNS		
Community Involvement	125 Hours of Giving, Scavenger Hunt, "This Day in History" in Windsor Beacon, Submit old photos online, Give 125 funding raising campaign, Self-guided historic walking tour, Share Your Story (Audio recordings)	Feb-Dec.
MARKETING MATERIAL & GIVE AWAY ITEMS		
Promotional Materials	Website, posters, t-shirts, calendar	Jan.-Dec.



FUTURE TOWN BOARD MEETINGS

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

January 12, 2015 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting
January 12, 2015 7:00 p.m.	Town Board Meeting
January 19, 2015 6:00 p.m.	Town Board Work Session Great Western Railroad update – Matt Despos Current Development Review and Standards Update
January 26, 2015 6:00 p.m.	Town Board Work Session LED Lights Discussion – K. Arnold
January 26, 2015 7:00 p.m.	Town Board Meeting Kern Board Meeting
February 2, 2015 6:00 p.m.	Town Board Work Session Joint Town Board and PReCAB work session
February 9, 2015 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting
February 9, 2015 7:00 p.m.	Town Board Meeting
February 16, 2015 6:00 p.m.	Town Board Work Session
February 23, 2015 6:00 p.m.	Town Board Work Session
February 23, 2015 7:00 p.m.	Town Board Meeting
March 2, 2015 6:00 p.m.	Town Board Work Session
March 9, 2015 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting
March 9, 2015 7:00 p.m.	Town Board Meeting Kern Board Meeting
March 16, 2015 6:00 p.m.	Town Board Work Session
March 23, 2015 6:00 p.m.	Town Board Work Session

March 23, 2015 Town Board Meeting
7:00 p.m.

March 30, 2015 Fifth Monday

Additional Events

None.

Future Work Session Topics

Town Board compensation review
Capital Improvement Program discussion – K. Arnold/D. Moyer
Metropolitan District Policy discussion – K. Arnold/I. McCargar
Oil & Gas Royalty Funds discussion – J. Vazquez
Enclave Annexations