



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

September 17, 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 Shaeffer

Also present: Assistant to Town Manager/Town Clerk Patti Garcia
Associate Planner Josh Olhava

C. Public Invited to be Heard

Chairman Winter opened the meeting for public comment; hearing none, Mr. Winter moved on to the next agenda item.

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

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

Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Shaeffer

Nays - None. Motion carried.

E. Approval of Minutes from the August 20, 2014 Board of Directors Meeting – M. Walter

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

Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Shaeffer

Nays - None. Motion carried.

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

Ms. Garcia provided an overview of the bills noting that a majority of the bills paid were related to the Salsa on 5th event and the Historic Mill Feasibility Study; Ms. Garcia recommended approval of the bills as presented.

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

Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Shaeffer

Nays - None. Motion carried.

G. Electronic Message Signs – J. Olhava

Mr. Olhava addressed the DDA Board and noted that the material was being presented for informational purposes. The Town of Windsor is working on proposed code language specific to Electronic Message Centers and their integration into a freestanding monument or wall mounted sign. Electronic Message Centers are defined as the portion of an on premise ground or wall sign that



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is capable of displaying words or images that can be electronically changed by remote or automatic means.

Mr. Olhava explained that staff is recommending to the Planning Commission to exclude the Central Business zoning district from the permitted zoning districts that would allow Electronic Message Center signs. This does not include any existing signs, as they would be "grandfathered" in if the Town Board approves the proposed code language. It was noted that staff believes that these types of signs pose a potential threat and could harm the integrity of Windsor's historic core and the built environment within our downtown and Central Business zoning district. Electronic signs do not fit the character of a historic downtown area and would negatively impact a visitor's experience. Signs downtown should be encouraged to be unique expressions of Windsor's Downtown and of the individual business. Based on research conducted by staff, jurisdictions within Colorado prohibit these types of signs within their downtowns. The existing sign code does provide additional sign options to downtown businesses that are not otherwise permitted in other parts of Town.

The board members discussed what was presented regarding the electronic message signs and also brought up billboards. Mr. Olhava noted that if the DDA had comments regarding the Electronic Message Signs that it could be incorporated into information provided to the Planning Commission and Town Board. Comments would need to be given to Planning no later than October 13, 2014.

H. First Friday concept – Karen Dazey, Happy Paws

Ms. Dazey was presented and provided a variety of ideas for marketing the DDA area including having a First Friday Art Walk, Saturday events, and items related specific to the holiday season. The DDA board recommended that she put her information into a report and provide it to the Marketing Committee the next week.

I. Update on cyber café business at 427 Main Street – P. Garcia

Ms. Garcia provided an update to the DDA related to the business located at 427 Main Street. In mid-August, the Town became aware of a new business in town, a "cyber cafe" offering internet service, computer-related products and internet sweepstakes gaming. Further investigation revealed that the proprietors have either opened or attempted to open similar outlets in other Colorado municipalities. In response to Town involvement, the outlet has closed, pending issuance of required Town sales tax and business licenses. An Emergency Ordinance was adopted by the Town Board on September 8, 2014 which established a 90 day moratorium on the business. This will provide staff the opportunity to research the type of business it is and determine if the Town has the authority to regulate this type of business. Ms. Garcia explained that the Town Board has requested the information be brought to the DDA for comment as the business location is in the DDA area. As additional information is provided, Ms. Garcia will forward it along to the DDA board.

J. Review of draft 2015 DDA budget – P. Garcia

- October 15, 2014 - Consideration of 2015 DDA budget
- October 27, 2014 – Town Board Work session/review of DDA budget
- November 24, 2014 – Public Hearing & Budget Adoption by Town Board

The DDA board reviewed the draft budget included in the packet. Ms. Garcia explained that the estimated transfer from the Town of Windsor to the DDA is projected to be \$270,000 which was more than what was listed in the draft budget. She also noted that, based on the terms of the Intergovernmental Agreement with the Town, the funds would be made available for another two years. Ms. Garcia also noted the recommended increase in the property tax mill levy to 3 mills which would provide an estimate of \$11,566 in revenue. Additional items discussed by the DDA included adding funds for outsourcing the maintenance of the DDA lot, the hiring of a contract Executive



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Director and the associated costs, funding of the façade program, and estimates for adding bike racks, benches and planters in the downtown area in 2015.

Chairman Winter stated that he would like to talk to the Town about extending the transfer of funds beyond 2016. Ms. Garcia recommended that be done at the October work session with the Town Board. The DDA board is scheduled to present their budget to the Town Board at their October 27, 2014 work session.

K. Report from Sub-Committees

1. Marketing Committee

Ms. Melendez requested the DDA board forward to her any ideas related to 2014 Windsor Wonderland on how to get people to move from 5th Street, where Santa will be located, down to the businesses in the DDA area.

2. Beautification Committee

Chairman Winter will be talking to Spokes regarding meeting with the Beautification Committee to discuss bike racks, their availability and cost.

3. Parking Committee

Ms. Garcia stated that the Town is working with Fehr & Peers on some ideas for parking in the DDA area including a potential fee in lieu program. She will forward information as it is received.

L. Communications

Report out on 2014 DCI conference

Chairman Winter opened the discussion by inviting other members who had attended to report out. Mr. Koehler talked about the tour in Loveland and noted they have staff dedicated to redevelopment. Ms. Melendez reported on the Redevelopment Open House and noted the high level of interest in the DDA owned property as well as the Historic Mill. The feedback she received regarding the back lots was that it should be developed for commercial and retail use. A selling point is that it is the only downtown lake front property in northern Colorado zoned for this type of use. She was also told to make sure that the Mill Feasibility Study explains what needs to be done to bring the building up to code. It was recommended that along with the concept plans that the DDA have sketch plans done which show the view from eye level. Mr. Koehler was told there could be issues with fire department sprinkler requirements due to the fact that the older buildings, such as the Mill, were built with heavy timbers that will char but not burn through.

Board Member Keohler noted the Play Unplugged session, which is similar to Dash for Cash but on a much larger level. The DDA board discussed several ideas using social media, tokens, small pins or similar items to be handed out and collected by children which would bring adults into the DDA businesses.

Clean up/maintenance of DDA property

The DDA board authorized staff to contact Public Works to mow and trim the small DDA parcel next to Denise Marquedt's property.

Feasibility Study Presentation – October 2, 2014 at 6 p.m.

M. Adjourn

Upon a motion duly made, the meeting was adjourned at 8:56 a.m.

A handwritten signature in cursive script that reads "Patti Garcia". The signature is written in black ink and is positioned above a horizontal line.

Patti Garcia, Town Clerk