



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

January 21, 2015 – 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 7:32 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/Asst to TM	Patti Garcia
Communications/Asst to TM	Kelly Unger
Customer Service Supervisor	Megan Walter
Town Manager	Kelly Arnold
Chief Planner	Scott Ballstadt

C. Public Invited to be Heard

Chairman Winter opened the meeting for public comment, to which there was none.

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; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer
Nayes - None. Motion carried.**

E. Approval of Minutes from the December 17, 2014 Board of Directors Meeting – P. Garcia

Board Member Melendez motioned to approve the minutes presented; 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.**

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

Town Clerk Garcia presented the report of bills and financial report; she informed the board that with the new financial software and to cut down on paper, there are no longer copies of each invoice attached. If the board would like additional information on an invoice, Ms. Garcia will request from finance.

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

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer
Nayes - None. Motion carried.**



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G. Discussion of DDA-owned lots and next steps – Kristin Cypher, C+B Designs

Kristin Cypher with C+B Designs presented the board with some information on the next steps for the DDA-owned lots. She used two important pieces from the mill feasibility study to reinforce her information; retail leakage data, and population data. The leakage study gave her an idea of how much money people were spending in Windsor on eating, drinking and entertainment outside of their home. Ms. Cypher's study and ideas for the future of these lots was based on capturing the areas of eating, drinking, and entertainment outside of the home.

The population growth and demographics of that population was the other helpful piece from the mill feasibility study that went into her research. There is a high projection of population growth in the Northern Front Range from now until 2030. The younger generation is a big part of that growth and will be driving the needs of this future expansion.

Although the board would like to be a strong input on the final determination of the lots, the board determined they would like to find and hire a developer to take the lead on this project and step back after the negotiations are complete. Ms. Cypher suggested getting a group of interested developers together for a casual pre proposal meeting to present them with a packet of information on the DDA's intentions and ideas for the next steps for the lots. She warned the board that the developers probably wouldn't be keen on laying out all their ideas at the meeting but it would give the board an indication of who was interested and who to pursue at more length.

Town Manager Kelly Arnold recommended that the board get Town of Windsor's Economic Developer Stacy Johnson involved in the process. He informed the board that the Town's economic incentive program could be available for this project and would need to be presented to the developers. He also stressed to the board that they need to keep open lines of communications and involve the property owners of the lots that will eventually be the backdoor to this new development. Mr. Arnold cautioned the board that a developer may potentially look at the properties to the west that are more industrial, and question whether or not it is worth spending a large amount of money if that area wasn't going to also be redeveloped.

The board agreed the event would be held at 4 p.m. on Wednesday, February 18, 2015 at Chimney Park Bistro. The board continued to discuss a timeline and ideas for the pre proposal meeting with Ms. Cypher. The board agreed to research a few details regarding marketing, invitations, potential attendees, budget and information that will be presented. Chairman Winter suggested holding a special meeting after the DDA retreat on Wednesday, February 4, 2015 to finalize the details for the event. Ms. Cypher agreed to complete a more presentable executive summary for the event and be available for whatever else the board, or Town staff needs leading up to the event.

H. Code Enforcement in DDA area – update by Bob Winter & Sean Pike

Ms. Garcia informed board that Chief Michaels drove by lots and nothing had been done so far, he was hoping some movement would have been made by now because it needs to be completed by May. The board assumed that the lack of clean up could have been due to cold temperatures and winter weather. They requested Ms. Garcia ask Chief Michaels for a few more weeks before citing the properties. Ms. Garcia said she would try to request a few more weeks from the police department and the board agreed they would remind the property owners.

I. DDA Dashboard Maps – Sales tax collections and property valuations by block in DDA Area – P. Garcia

Ms. Garcia presented the DDA Dashboard Maps to board. These maps show the sales tax collections and the property valuation by block in the DDA area for 2012, 2013, and 2014. The board asked Ms.



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Garcia to print off new maps in a few months when the sales tax information was posted for December of 2014. She agreed and stated she would present these to the board quarterly.

J. Report from Sub-Committees

1. Marketing Committee

i. Farmer's Market

Ms. Garcia reported on the financials for 2013 and 2014; Gross Sales for 2013 were \$35,601 with approximately \$1,100 in sales tax. Gross Sales for 2014 were \$37,687 with approximately \$1,200 in sales tax.

Town of Windsor Special Events Coordinator Trish Chavez reached out to Carrie Shimada regarding the future of the farmers market as well as any feedback from the vendors she had, she hadn't heard back yet. Ms. Chavez and Ms. Garcia discussed once the Town knew more about where the future of the farmers market stood, it may be an option for the DDA to take over and run it. The board discussed the options and talked about the possibility of holding the market during the Thursday night summer concert series. Ms. Garcia will work on getting a list of vendors from sales tax for the marketing committee meeting to further discuss the options.

ii. 125th Anniversary

Kelly Unger informed the board that a lot of ideas were gathered on the 125th Anniversary Celebration. She proposed several ideas to the board on show casing the new logo as well as some events to get people in town to celebrate Windsor's 125th Anniversary. Secretary/Treasurer Peterson suggested using the DDA lot as an area to setup some of the celebration and to let the board know how they can be of assistance. Board member Melendez requested these discussions be a part of the marketing committee and they would bring back final ideas to the entire board.

iii. USA Pro Challenge

Windsor was selected to be part of Stage 6 of the USA Pro Challenge on August 22, 2015. Further discussions will be coming as the event gets closer.

2. Beautification Committee

No report

3. Parking Committee

i. Report out on meeting with Carlos Hernandez, Fox Tuttle Hernandez

The Town hired Carlos Hernandez as their parking consultant. Mr. Arnold stated he is willing to assist Town and DDA with parking issues. The board and Mr. Ballstadt, Town of Windsor Chief Planner shared various parking issues and situations that are going on. Mr. Hernandez is scheduled to meet with the DDA Parking Committee in March.

K. Communications

Ms. Garcia informed the board she had checked in with Eric Peratt on his project. He stated it was going well and moving along on schedule, testing the facility will begin in May and they plan to be open early summer. Once the project is complete, the DDA board will inspect the property and issue a check to close out the façade improvement grant.



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Ms. Garcia also checked in with Theo's Pizza. The owner stated he was still working with the insurance company and was hoping to have a finished façade improvement program application to submit to the board soon.

Ms. Garcia informed the board that Little Flower Shop was in recently to gather information regarding the façade improvement program. She answered all their questions and gave them the application documents. Ms. Garcia stated she was checking with Lucia Liley regarding how the program would work if the applicant didn't own the building.

Ms. Garcia informed the board that the reimbursement check was received from the State of Colorado for the mill feasibility study.

Board members and Chief Planner Ballstadt discussed the plat of the alley way for the DDA owned lots. Mr. Ballstadt suggested the board contact King Surveyors for a more detailed survey of the property. Secretary/Treasurer Peterson stated he would stop by King Surveyors and see what could be done and would report back to the board.

L. Adjourn

Secretary/Treasurer Petersen motioned to adjourn the meeting at 9:30 a.m.; Board Member Schaeffer 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