



**WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY**

P.O. BOX 381, Windsor, CO 80550

[www.windsordda.com](http://www.windsordda.com)

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**BOARD OF DIRECTORS MEETING**

**March 18, 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 7:33 a.m.

B. Roll Call

Chairman Bob Winter  
Vice Chairman Dan Stauss  
Secretary/Treasurer Craig Petersen  
Kristie Melendez  
Dean Koehler  
Sean Pike (excused)  
Jason Schaeffer (excused)

Also present:           Town Clerk/Asst to TM           Patti Garcia  
                                  Communications/Asst to TM       Kelly Unger  
                                  Customer Service Supervisor      Megan Walter

C. Public Invited to be Heard

Chairman Winter opened the meeting for public comment. Jim Lohr with Copper Leaf Custom Builders and Clem McNaney, owner of 520 Main Street, attended the meeting to discuss the intent of turning in a façade improvement grant application. They stated that because of the fire at Theo’s Pizza, they are hoping to remodel the existing façade and hopefully reopen a restaurant. Mr. Lohr presented the board with renderings of the building and discussed the ideas he had for construction. They thanked the DDA board for this opportunity and stated the application would be turned in soon. Ms. Garcia informed the board that once the application is turned in, it takes about a month to be reviewed by Town staff. She hopes to have it ready by the April meeting for DDA to review.

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

**Secretary/Treasurer Petersen 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  
Nays - None. Motion carried.**

E. Approval of Minutes from the February 18, 2015 Board of Directors Meeting – P. Garcia

**Vice Chair Stauss motioned to approve the minutes as presented; Secretary/Treasurer Petersen seconded the motion. Roll call on the vote resulted as follows:**

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler  
Nays - None. Motion carried.**

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

Town Clerk Garcia presented the report of bills and financial report; she offered to answer any questions.

**Secretary/Treasurer Petersen 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**



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**Nayes - None. Motion carried.**

G. Retreat Planning Discussion – Chris Hutchinson

Mr. Hutchinson presented the board with a summary from the DDA retreat. His observations included positives, challenges, and next steps for the group. Mr. Hutchinson recommended the board continue the momentum of positive change. By continuing clear, honest, direct communication the board would be able to plan and develop a strategic plan and vision for the DDA. He suggests planning another 2-4 hour session to complete the “picturing the future” process. The board discussed the next steps and cost of another facilitated meeting. Mr. Hutchinson expressed his willingness to help and stated that for the next step, if nothing else was done after that, would be a total cost of \$1,500.00. The board agreed to hold the next session on April 22, 2015 from 2:30 p.m. to 6:30 p.m.

H. Report from Sub-Committees

1. Marketing Committee

i. Farmer’s Market

Board member Melendez informed the board that Melissa Chew, Director of Parks, Recreation, and Culture has asked CSU Extension to take full responsibility for the market this year. With staff changes and lack of interest the Town is no longer willing to be a partner. As of this meeting, there was no response from the CSU Extension Office. As for moving it to Thursday night during the concert series, that is not an option while the market is part of the CSU Extensions. Ms. Melendez stated that unless a response came from them very quickly, the farmers market wouldn’t happen for 2015. The board discussed the options of maintaining the market themselves in future summers once an executive director was onboard. Board member Koehler stated he would like the specifics of the special events license, as he may have some contacts that might be interested in managing the market. The board stated that if the market was to move forward for 2015, they would want to discuss the sponsorship that they have given in previous years.

Board member Melendez also shared pricing for the billboards. A 20 week campaign would cost \$10,000.00 or a 16 week campaign would cost \$8,000.00. This cost does not include a production fee of \$2.50 per square foot. She stated that there is interest by the Town to share the cost if they are able to display 125<sup>th</sup> Anniversary logo. The determined locations include; Hwy 34 and Sculpture Drive in Loveland, and Hwy 287 and Skyway in Fort Collins. The additional 2 locations would be whatever was available in Loveland or Fort Collins at time of launch. The launch date will be beginning of May.

**Board Member Koehler motioned to approve the 4 locations for a 20 week campaign at the cost of \$10,000; Secretary/Treasurer Petersen seconded the motion. Roll call on the vote resulted as follows:**

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler**

**Nayes - None. Motion carried.**

ii. 125<sup>th</sup> Celebration

Ms. Unger presented to the board the layout and design of the banners for downtown light poles. She stated the cost to the DDA for six 2 sided banners would be \$416.80. The board was concerned that the DDA logo on the banners was too small, and the banners didn’t include the DDA website. Ms. Unger stated that she would discuss the options with the designers but would like to



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have approval from the DDA board if they were interested in moving forward with the banners.

**Vice Chairman Stauss motioned to approve the 6 banners at the cost of \$416.80; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:**

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler**

**Nays - None. Motion carried.**

Ms. Unger also shared some upcoming 125<sup>th</sup> Anniversary events that can all be found at [windsorgov125.com](http://windsorgov125.com)

The upcoming marketing committee meeting will be cancelled.

### 2. Beautification Committee

#### i. Clean up and maintenance of DDA owned property

Board member Koehler shared two quotes he received for cleanup and maintenance of DDA owner property. The quotes were very general and similar with a cost of \$100 per week. The board discussed the cost, necessity, and schedule. Ms. Garcia agreed to check with Public Works on spraying for weeds and would report back to the board, then the board will finalize with a company to take care of the maintenance.

#### ii. Bike racks

Ms. Garcia informed the board regarding Wade Willis, Open Space Managers bike rack project. She stated they will be removable bike racks used for special events in the downtown area and to promote an effort called #bike to win. These will be setup and removed for each event. Ms. Garcia also presented the board with a Downtown Windsor Bicycle Map showing the bike racks already placed in the downtown area.

#### iii. Status of DDA nuisance lots

The Brunner lots are being cleaned up in accordance with the Police Departments requests. The other lot will be cited due to lack of compliance, and will have to be cleaned up in a timely manner to avoid further citations.

### 3. Parking Committee

Carlos Hernandez is still a month out from being ready to present to DDA board.

#### I. Communications

No further communications.

#### J. Adjourn

**Secretary/Treasurer Petersen motioned to adjourn the meeting at 8:38 a.m.; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:**

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler**

**Nays - None. Motion carried.**

*Megan Walter*

Megan Walter, Customer Service Supervisor