

WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

May 20, 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 7:35 a.m.

B. Roll Call

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

Also present:	Communications/Asst to TM	Kelly Unger
	Town Manager	Kelly Arnold
	Chief of Police	John Michaels
	Customer Service Supervisor	Megan Walter

C. Public Invited to be Heard

Chairman Winter opened the meeting for public comment.

Denise Marquardt, owner of My Favorite Things at 414 Main Street was there to discuss the future of the jointly owned vacant lot.

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

Vice Chairman Stauss motioned to approve the agenda as presented; Board member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.

E. Approval of Minutes from the April 15, 2015 Board of Directors Meeting – M. Walter

Vice Chairman Stauss motioned to approve the minutes as presented; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.

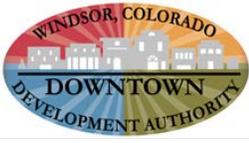
F. Report of Bills & Financial Report – K. Arnold

Town Manager Arnold presented the report of bills and financial report; he offered to answer any additional questions. Board Member Melendez submitted an invoice for website hosting and requested the board approve payment of \$240.00.

Vice Chairman Stauss motioned to approve the report of bills with the addition of the website hosting invoice; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.



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G. Report from Sub-Committees

1. Marketing Committee

i. 125th Celebration

Ms. Unger informed the board that dining specials for the 125th Anniversary started Memorial Day weekend. She also recommended they continue to check the website, windsor125.com for more events. She also informed the board that Pelican Fest will be cancelled.

ii. Billboards Update

Board Member Melendez presented the board with photos of the billboards located at Harmony and 287, Hwy 287 and Trilby, Hwy 34 and Sculptor Drive, and Hwy 287 and Skyway. These billboards will stay up for 6 months. The final cost of this was \$10,302.84, the Town agreed to pay \$2,500 of that total cost.

iii. Rack Cards

An updated rack card has been printed and is ready for display for local business that would like them. These will also be distributed at summer events.

iv. Insert in Windsor Now

Board Member Melendez discussed with DDA board members the idea and cost of placing an insert in the Windsor Now that is similar to the rack card. The total cost for this insert would be \$1,119.40 for 10,000 inserts. The board discussed this option as well as some other advertising like a direct mail post card. The board ultimately agreed on a direct mail post card for a budget up to \$3,500. Board Member Melendez agreed to work on this post card and report back to DDA board with proof and more information after discussing with Shane at Windsor Now.

Board member Koehler motioned to approve up to \$3500 for a direct mail postcard; Board member Shaeffer seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.

v. All Town BBQ

The marketing committee would like to supply water wrapped in the DDA labels at the All Town BBQ. Ms. Melendez would like to hire a few kids to wrap the bottles and get them ready. The board discussed and approved the idea with a budget up to \$500.00.

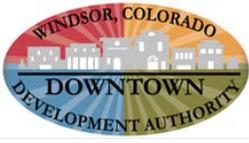
Board member Koehler motioned to approve the supply of water at the All Town BBQ for a budget of \$500; Board member Piker seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.

vi. Social Media efforts

Kailee Melendez has updated the website with all the summer events and is working on a monthly newsletter for DDA businesses. She is also working on uploading all the minutes and agendas to update the website.



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2. Beautification Committee

i. Status of code enforcement efforts in DDA area – J. Michaels

Chief Michaels informed the board that the Ash Street and Brunner property were cited. Those properties are currently going through the municipal court system to gain compliance. He provided a photograph of the properties as of May 19th. He stated they are also working with other businesses in the DDA area to get properties cleaned up in the next month. He requested the DDA communicate with businesses and help get the area cleaned up so they don't have to be cited.

Chief Michaels also looked into the Mill, he stated code enforcement keeps them in compliance with their weeds but as of right now, they aren't in any other ordinance violations. Planning has stated they are not in compliance with their current site plan, and they are working with them on that.

Town Manager Arnold stated the last communication with the mill and interested leasing party was a week ago. They are continuing to work towards a lease for the portion of the building that was the pool hall. If they only use that portion of the building and make no other changes, the building can and will stay the way it looks today. Mr. Arnold suggests waiting to see if the interested party does lease the building and then work through the non-compliant site plan, which would resolve all the exterior issues. He also recommends a few board members get in contact with the mill owner, and report back to the board. Board discussed and agreed to make contact with the owner to gain some additional information.

Chief Michaels stated the owners of the junk vehicles on the DDA owned lot has been cited. He agreed to have code enforcement look into anything else that might be a violation on this property. He informed the board that as owners of the lot, they are able to tow junk vehicles if they choose. He suggests putting up no parking; vehicle will be towed signs and contact a tow company.

Board members discussed other hazards of that lot and ideas for signage.

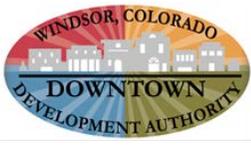
ii. Status of DDA owned property

a. DDA lot preparation and striping

Town Manager Arnold advised the board that striping on the DDA parking lot would take place the following week, and staff would work with Police and Public Works for signage to get unauthorized cars off the lot for striping.

b. Clean up of vacant lot between 408 and 414 Main

Denise Marquardt, owner of 414 Main Street discussed with the board members the opportunities for making some money off the vacant property between 408 and 414 Main. She stated she would like to possibly bring in vendors to rent the space for weekend garage sales or have the DDA lease the property from her and do what they would like with it. She also mentioned she might be interested in selling her portion of the lot or her business and lot together. The board



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indicated they are not interested in leasing the property, but would like to discuss either selling the entire property or working together to do something with the property. The board discussed the easement in that property and the need to look into the legal property lines before making any final decisions.

Town Manager Arnold questioned Ms. Marquardt on her intentions to sell the property; he suggested if that was an interest to her, she needs to get a realtor or attorney involved to gather information regarding valuation and structure of building.

Town Manager Arnold reported to the board the costs to renovate the lot; remove tree stump, \$350, take down fence, \$250, make lot passable, \$1,000 to \$1,200. Board discussed and agreed to remove tree stump.

Vice Chairman Stauss motioned to approve the tree removal for \$350; Board member Shaeffer seconded the motion. Roll call on the vote resulted as follows:

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

Vice Chairman Stauss suggested selling the lot to an interested buyer that would put in another building and business with a storefront.

Board continued to discuss options for lot and decided to get some more information from Town staff and revisit during the next regular meeting.

- iii. Bike rack placement and timeframe for installation
The bike racks will be installed outside Ricky B's and the museum.

- 3. Parking Committee
No report.

H. Windsor Broker Event – K. Unger

Ms. Unger informed the DDA board the Windsor Broker Event is scheduled for June 11, 2015 and with a \$500 sponsorship, two DDA members could attend the event and speak for five minutes.

Board member Melendez motioned to approve the sponsorship for \$500; Board member Pike seconded the motion. Roll call on the vote resulted as follows:

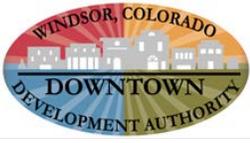
**Yeas – Winter, Stauss, Melendez, Koehler, Pike, Schaeffer
Nays - None. Motion carried.**

I. Support Services

- i. Executive Director

Town Manager Arnold put in a call to DCI regarding the Executive Director, he will report back with further information when available.

Board member Melendez has not heard back from her two contacts regarding this topic.



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ii. DCI Assistance

Town Manager Arnold contacted Kristen Cypher regarding the Library's interest in the downtown. She suggested getting DCI involved because of their recent projects in Castle Pines. She is on the board at DCI and thinks they would be extremely interested in assisting Windsor in any way possible. Mr. Arnold contacted DCI, asking them their interest in facilitating meeting between DDA and Library Board. DCI responding stating they are available the week of June 22nd and are very interested in supporting the DDA. They will put together a proposal within a week and Mr. Arnold will report back to board as soon as he has additional information.

Town Manager Arnold also informed the board of a meeting with Chris Ruff. He stated there may be interest by Mr. Ruff and Library Board to move the Library to the south east corner of his property on Hwy 392 and 257.

iii. Architect/Development Assistant

No discussion.

iv. Realtor

Town Manager Arnold recommends DDA board get in contact with a trusted realtor to have on their side for reference and mentoring.

J. Communications

1. Parking Regulations – Planning Commission work session May 20, 2015 at 6pm & Town Board work session on June 15, 2015 at 6pm – K. Arnold
No discussion
2. Site visit to Louisville Library and Lafayette Downtown – K. Arnold
Town Manager Arnold informed board that he spoke with City Manager of Lafayette and they have offered to host if the Windsor DDA is interested in visiting.

K. Adjourn

Vice Chairman Stauss motioned to adjourn the meeting at 9:08 a.m.; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Melendez, Koehler, Pike, Schaeffer

Nays - None. Motion carried.

megan walter

Megan Walter, Customer Service Supervisor