

WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

August 19, 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
	Jason Schaeffer (absent)

Also present:

Communications/Asst to TM	Kelly Unger
Town Clerk/Asst to TM	Patti Garcia
Town Manager	Kelly Arnold
Customer Service Supervisor	Megan Walter

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

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

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

Nayes - None. Motion carried.

E. Approval of Minutes from the July 15, 2015 Board of Directors Meeting, and August 5, 2015 Special Meeting – M. Walter

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

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

Nayes - 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.

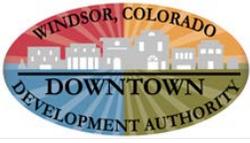
Secretary/Treasurer Petersen motioned to approve the report of bills as presented; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

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

Nayes - None. Motion carried.

G. Breast Friends 2015 Funding Request

Debbie Martin with Breast Friends presented the board with their 2014 financial statement to fulfill their requirement of last year's funding. Last year's event was a huge success, with a lot of community involvement and support. There were 191 participants which does not include many



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others that weren't able to walk due to treatment. The financial statement presented showed event expenses of \$3,246.89 of which the DDA provided \$3,000. Ms. Martin thanked the board for all their support and requested the DDA to sponsor the Foot Steps to Hope 5K run/walk again this year in September. The event will be partnering with St. Joseph's Mammogram Mobile to give free mammograms this year. Breast Friends has also reached out to support woman in the community with ovarian cancer.

The board reviewed the 2014 financial statements and discussed some of the expenses and last years event. Ms. Melendez questioned Ms. Martin as to any other organizations that contributed financially to the event. She stated that the DDA was their biggest supporter along with some other small local businesses. Ms. Garcia also informed the board that the Town of Windsor has been an in kind supporter, but also likes to see how these types of special events work on becoming self-sufficient for funding.

Ms. Melendez stated that although she was a supporter of the event, she recommends the board be more involved in the event in future years as they are the main financial supporter of funding the event. She wants to make sure that money being contributed by the DDA is benefiting the downtown businesses. There are several organizations that put on events, that need support, but the board needs to determine if this is a useful event to fund based on their goals. The board discussed and determined that they would go ahead and fund this year, but would discuss the event funding and more of a partnership earlier next year. Ms. Melendez also requested that the rack cards be a part of the grab bags for this year's event, and that the DDA logo is on any other marketing/advertising products.

Secretary/Treasurer Petersen motioned to approve the funding of \$3,000 to Breast Friends Footsteps to Hope Event; Board member Pike seconded the motion. Roll call on the vote resulted as follows:

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

Nayes - None. Motion carried.

H. 2016 Budget Schedule Revision – P. Garcia

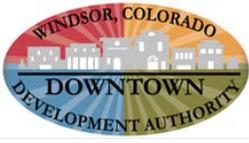
The DDA will be considering the 2016 budget at their meeting on November 18, 2015.

Prior to that, the DDA board will need to present their proposed budget to the Town Board for review. The presentation at the Town Board Work Session has been moved to September 21, 2015; therefore the DDA board will need to have a work session after the September regular meeting to review their budget.

I. Administrative Grant Submittal – Library Scope of Work & Feasibility – P. Garcia

In order to continue moving forward with identifying locations for the relocation of the library, staff prepared a Letter of Proposal and Scope of Work which, once finalized, will be submitted to the Department of Local Affairs as a request for a \$25,000 Administrative Planning Grant. The grant funds must be matched and, since partnerships strengthen the application, staff will be talking to the Library and the Town of Windsor to gauge their interest in participating in the \$25,000 match. The DDA currently has a balance of \$46,419 in their 2015 budget contract services. Estimated costs for the matching grant are 12,500 each for DDA and one partner, or \$8,333 each for DDA and two partners.

Through the Feasibility Study, the goal is to investigate proposed sites for library relocation in downtown Windsor including the identification of other potential community uses and services that could be associated with the project. The DDA identified exploring options for



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library placement in their 2014-2015 Strategic Action Plan in order to promote and support private and public development and to promote the quality of life in Downtown Windsor.

Town Manager Arnold fully supports this opportunity and he and Ms. Melendez agree that continued partnership with DOLA is very important and a great benefit for the Town of Windsor, and other participants involved.

Ann Kling, director of the Windsor-Severance Library Board stated that her board and members involved in the project are very interested in a downtown location or east Windsor. The concern the board has is with parking and acreage. Ms. Kling and the DDA members discussed other properties that currently do not fall in DDA boundaries, as a possible location, and the potential to expand the DDA area. The library board continues to discuss all options with their realtor, and is very excited and interested in this partnership with the DDA, and potentially the Town of Windsor.

Mr. Arnold and Ms. Kling agreed to present the DOLA administrative grant application to their respective boards at the next meetings.

The board continued to discuss this application and agreed to have Chairman Winter sign the letter of application to DOLA contingent upon partnering with the Town of Windsor, and the Windsor-Severance Library Board.

Board member Pike motioned to support the submittal of the administrative grant application to DOLA contingent upon the partnership with the Town of Windsor, and the Windsor-Severance Library Board; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

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

Nays - None. Motion carried.

J. Support Services

Moving forward on hiring an executive director, the committee will meet on September 2, 2015 to discuss the next steps in this process. Town Clerk Garcia has contacted a few DDA executive directors for help in finalizing the job description for the committee to review.

No update on the architect assistant and the realtor has been obtained by the Library.

K. Report from Sub-Committees

1. Marketing Committee

i. USA Pro Challenge update – K. Melendez

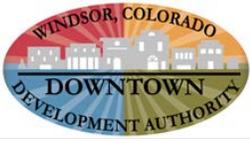
Board member Melendez presented the board with the promotional mugs. She stated there are 13 participating businesses, which will each receive a case of 36 mugs. The budget will end up being over by less than \$100 due to tax and some additional posters ordered from Coren Printing.

ii. 125th Anniversary Update – K. Unger

Ms. Unger updating the board on upcoming 125th anniversary events including Harvest Fest and the Heritage Festival

iii. 2016 Farmers Market – P. Garcia

Ms. Garcia has been researching several avenues of successful local farmers markets in the area. She is interested in what types of staff coordination, marketing and solicitation, and creation of policy other markets are using. She



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is also looking into several different partnerships. A proposal to Town Board will be made for the 2016 budget. The board discussed different ideas and options, ultimately stating they would like to see the farmers market stay within DDA boundaries.

2. Beautification Committee
No report.

3. Parking Committee
No report.

L. Communications

1. Parking Regulations

Adopted by Town Board on August 11, 2015.

2. DCI Annual Conference

Board members discussed upcoming DCI Conference.

3. Title Search

Josh Liley has continued to work on this project and would like to have something finalized for presentation to the board at the next regular meeting in September.

M. The News on the Street is....

The board discussed status of ongoing projects and upcoming events in the Town of Windsor.

N. Adjourn

Vice Chairman Stauss motioned to adjourn the meeting at 9:07 a.m.; Board Member Koehler seconded the motion. Roll call on the vote resulted as follows:

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

Nays - None. Motion carried.

megan walter

Megan Walter, Customer Service Supervisor