



TOWN BOARD WORK SESSION MEETING

January 11, 2016 – 5:30 P.M. First Floor Conference Room
301 Walnut Street, Windsor, CO 80550

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the Thursday prior to the meeting to make arrangements.

GOAL of this Work Session is to have the Town Board receive information on topics of Town business from the Town Manager, Town Attorney and Town staff in order to exchange ideas and opinions regarding these topics.

Members of the Public in attendance are asked to be recognized by the Mayor before participating in any discussions of the Town Board.

AGENDA

1. Town Board/Manager/Attorney Monthly Meeting
2. Retail Recruitment Strategy – S. Johnson
3. Future meetings agenda



MEMORANDUM

Date: January 11, 2016
To: Mayor and Town Board
Via: Kelly Arnold, Town Manager
From: Stacy Johnson, Director of Economic Development
Re: Retail Recruitment Strategy
Item #: WKS 2

Background / Discussion:

Retail retention and attraction has always been an important goal for Windsor and specifically it has been called out in the Windsor Economic Development plan since the department's inception in 2011.

Recently Windsor has had its fair share of small retail successes however; the town is still suffering from severe leakage to surrounding communities. Town Board members and Economic Development staff have been approached in the past by several firms to perform retail leakage studies. While they all have been viable options, concerns over cost and effectiveness created hesitancy in moving forward with those firms.

The Town Manager and Economic Development staff discussed options and reached out to Katy Press from KP Consulting & Associates. She has offered to perform a two phase solution oriented approach. Phase one will be interpreting a retail leakage study (to be obtained prior to her analysis) and providing a summary of the data and its relationship to the current state of the retail market in Windsor. The first phase will cost \$7,500 and be completed within 45 days. The second phase should the Town Board decide it is worth perusing, will be to assist the Economic Development Director in contacting, connecting and meeting directly with leasing brokers and key retail nodes to discuss opportunities in the Town. Katy Press will be in attendance and willing to discuss details and answer any questions staff or Town Board members may have.

Financial Impact:

Retail Leakage Report from 3 rd party entity <i>(Quotes from two other firms \$40-50K)</i>	\$5,000.00 - \$7,500.00
KP Consulting Phase 1:	\$7,500.00
TOTAL	\$12,500.00 – \$15,000.00

Not currently budgeted would like to utilize Economic Development Incentive fund. Current balance in that fund is \$200,000.00.

Relationship to Strategic Plan:

Strategic Plan Item 3: Diversify, Grow & Strengthen the Local Retail and Industrial Economy

Recommendation:

Requesting \$15,000 to fund retail leakage report and phase 1 of KP Consulting's Retail Recruitment/Retention Consulting Services.



FUTURE TOWN BOARD MEETINGS

Work Sessions & Regular Meetings will be held in the Board Chambers unless otherwise noted.

January 18, 2016 6:00 p.m. Aspen Room/ CRC	Town Board Work Session Joint work session with Planning Commission to review draft Comprehensive Plan
January 25, 2016 6:00 p.m.	Town Board Work Session CRC Fee Schedule discussion
January 25, 2016 7:00 p.m.	Town Board Meeting
February 1, 2016 6:00 p.m. Aspen Room/CRC	Town Board Work Session Work Session with Fort Collins to review Development Standards
February 8, 2016 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting Downtown Development Authority IGA discussion
February 8, 2016 7:00 p.m.	Town Board Meeting
February 15, 2016	Town Board Work Session President's Day – Town Hall closed
February 22, 2016 6:00 p.m.	Town Board Work Session
February 22, 2016 7:00 p.m.	Town Board Meeting
February 29, 2016	Fifth Monday
March 7, 2016 6:00 p.m.	Town Board Work Session
March 14, 2016 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting
March 14, 2016 7:00 p.m.	Town Board Meeting Kern Board Meeting
March 21, 2016 6:00 p.m.	Town Board Work Session
March 28, 2016 6:00 p.m.	Town Board Work Session

March 28, 2016 7:00 p.m.	Town Board Meeting
April 4, 2016 6:00 p.m.	Town Board Work Session
April 11, 2016 5:30 p.m./1 st floor conference room	Board/Manager/Attorney Monthly Meeting
April 11, 2016 7:00 p.m.	Town Board Meeting Kern Board Meeting
April 18, 2016 7:00 p.m.	Town Board Special Meeting Swearing in of Mayor and Town Board Members for Districts 1, 3 & 5
April 25, 2016 6:00 p.m.	Town Board Work Session
April 25, 2016 7:00 p.m.	Town Board Meeting

Additional Events

January 11, 2016; 4 – 6 pm Loveland	Northern Colorado's Building a Better Colorado Summit; attending - Melendez
January 13, 2016; 10 am -1 pm	Aims Public Safety Institute - Ribbon Cutting & Open House; attending – Vazquez, Morgan

Future Work Session Topics

Broadband discussion
Joint work session with Parks, Recreation & Culture Advisory Board – Parks Master Plan discussion
Water Rights Dedication Policy