



TOWN BOARD WORK SESSION MEETING

February 8, 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. Joint meeting with Windsor Downtown Development Authority
 - Strategic Plan
 - 5-Year Recap
 - Key Projects Ahead
 - Library Feasibility Study
 - DDA owned lots
 - Historic Mill
 - DDA Growth
 - Management Structure
2. Future meetings agenda



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: February 4, 2016
To: Windsor Town Board
CC: Downtown Development Authority Board of Directors
From: Matt Ashby, Executive Director
Re: Upcoming Work Session (2/8/16)

Work Session Overview

Many exciting things have been happening at the Windsor DDA, and we look forward to updating you on some of our recent progress, as well as looking to the future.

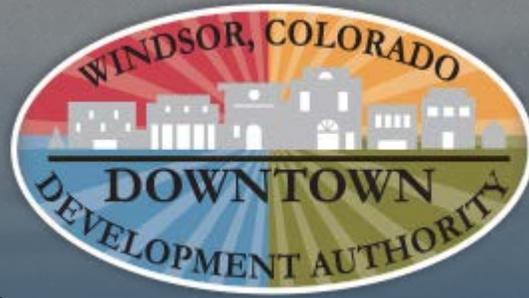
Over the past 5 years, the organization has grown in developing a solid foundation that is critical to undertaking several key initiatives. We have also started the process of updating our Strategic Plan. This plan will help us to focus on the big picture, large-scale initiatives that need to make progress. By crafting and adopting a strategic plan, we will still manage the day-to-day issues that crop up in downtown, but will be able to make meaningful progress in propelling investment and development in the district.

Our goal for the work session is to work to align our priorities with the Town Board so that we are working together for a better Downtown Windsor!

Several documents are attached, including a recent sales tax collection comparison from 2014 to 2015. This map indicates that all of the blocks in the DDA have experienced increased returns year-over-year.

We have also attached a draft of our Strategic Plan for the next 2 years for your review. We will be looking to streamline our organization by broadening community participation in four teams (or committees) to help undertake the important work before us. Specifically, we will be looking to focus efforts on signature projects, including the Mill, the Library, and the Backlot Development. This approach will help us to make progress in achieving success on our key initiatives. We would also like your feedback on these key initiatives to help us prioritize and align our resources accordingly.

As with any community endeavor, partnerships are the key to success. We look forward to continuing the strong relationships built between the Town of Windsor and the Windsor DDA to make a dramatic impact on our downtown over the coming years.



2016-2018 STRATEGIC PLAN

VISIONARY & BOUNDLESS

ADVOCATES FOR DOWNTOWN

DRAFT (2/4/16)

Courtesy: Agricultural & Natural Resources Archive, CSU

Hearth Restaurant & Pub:

Built in 1902

Jobs Created: 34

Restoration: \$1.5M

Increase in Sale Tax: 558%
(Q3'14 to Q3'15)

DDA Investment: \$60K
(Façade Improvement Program)


HEARTH

RESTAURANT AND PUB

DDA HIGHLIGHTS 2011-2016

The first five years of the DDA have been focused on building a solid foundation for the organization to succeed. Key wins include:

- Partnership with the Town of Windsor
- Established Board + 3 Active Committees
- Completed Mill Feasibility Study
- Purchased Northside Property from 5th St. to 6th St., including the Alley
- Partnered to Host Successful Events
- Launched Façade Improvement Program
- Hired Executive Director
- Became an Affiliate of CO Main Street Program

102%

{AVERAGE SALES TAX INCREASE PER BLOCK}

KEY INITIATIVES



MILL REVITALIZATION:

The DDA Board is ready to enthusiastically support partnering with the Town to motivate action in redeveloping this landmark into an iconic gateway to downtown.



CLEARVIEW LIBRARY DEVELOPMENT:

Locating and constructing a new Library downtown anchors the DDA & keeps the community's focal point centered at the heart of Windsor. We will partner with the Clearview Library District and the Town of Windsor to see this attraction brought into our walkable district.



DDA GROWTH & SUSTAINABILITY:

The DDA Board views growth as key to the overall health of the DDA and a key objective of the Town. We support renovation of existing buildings, construction of new facilities, and expansion of the District as key strategies to achieving this objective.



BOARDWALK BACKLOT DEVELOPMENT:

Advancing development proposals for this vacant parcel will provide new development opportunities in downtown while expanding the DDA's tax base.



FIND YOUR TEAM

Windsor DDA is taking a deliberate approach to Downtown Revitalization, but we can't do it alone! Join one of our teams to find your passion Downtown.

FOR MORE INFORMATION, CALL, CLICK OR EMAIL:

Matt Ashby- Executive Director

970.797.3595

www.windsordda.com

director@windsordda.com

DESIGN

focus: PLACE job: MAKE DOWNTOWN IRRESISTIBLE!

This committee handles the physical aspects of downtown from parking to beautification, including façade improvements and streetscape. Anything that impacts the quality of the physical experience in downtown falls to this committee.

ORGANIZATION

focus: PEOPLE job: RALLY THE TROOPS!

This committee serves as the human resources expert on the team, building relationships with community partners, rallying volunteers, communicating needs, and acting as ambassadors for the organization. They focus on building trust within our network of partners.

ECONOMIC VITALITY

focus: PROJECTS job: PROPEL INVESTMENT!

This committee focuses on the actions that will result in increased public and private investment in the Downtown. This includes serving as a facilitator for development projects, while also helping to identify and promote new business opportunities in downtown.

MARKETING

focus: PROMOTION job: CHAMPION LIVELINESS!

This committee promotes the greatness of downtown to people far and wide. Highlighting businesses and events, marketing efforts seek to bring more people to downtown while also spotlighting the good work being done by the DDA.

Downtown Development Authority

Sales Tax Collections Trend - 2014 Q3 to 2015 Q3

 Increased Sales Tax

Sales Tax 2014 Q3: 5402
 Sales Tax 2015 Q3: 7114.98
 Increase/Decrease: \$1,712.98 [31.71%]

Sales Tax 2014 Q3: 1181.65
 Sales Tax 2015 Q3: 1187.56
 Increase/Decrease: \$5.91 [0.5%]

Sales Tax 2014 Q3: 10778.31
 Sales Tax 2015 Q3: 16932.74
 Increase/Decrease: \$6,154.43 [57.1%]

Sales Tax 2014 Q3: 21486.24
 Sales Tax 2015 Q3: 28343.73
 Increase/Decrease: \$6,857.49 [31.92%]

Sales Tax 2014 Q3: 2036.64
 Sales Tax 2015 Q3: 4643.33
 Increase/Decrease: \$2,606.69 [127.99%]

Sales Tax 2014 Q3: 10096.77
 Sales Tax 2015 Q3: 12932.97
 Increase/Decrease: \$2,836.20 [28.09%]

Sales Tax 2014 Q3: 4261.42
 Sales Tax 2015 Q3: 5724.07
 Increase/Decrease: \$1,462.65 [34.32%]

Sales Tax 2014 Q3: 13246.97
 Sales Tax 2015 Q3: 19712.84
 Increase/Decrease: \$6,465.87 [48.81%]

Sales Tax 2014 Q3: 489.93
 Sales Tax 2015 Q3: 3227.14
 Increase/Decrease: \$2,737.21 [558.69%]



1:2,000

Note: Figures for the Windsor Farmers' Market and Windsor Wonderland have been excluded from these calculations due to the fact they are not DDA members.





FUTURE TOWN BOARD MEETINGS

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

February 15, 2016	Town Board Work Session President's Day – Town Hall closed
February 22, 2016 4:00 p.m. – 7:00 p.m. Aspen Room/CRC	Comprehensive Plan Open House
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 Town Board Meeting
7:00 p.m.

Additional Events

CML Legislative Update Colorado History Museum; attending – I. Adams
February 11, 2016

Future Work Session Topics

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