



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

February 17, 2016 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Agenda

- A. Call to Order
- B. Roll Call
- C. Public Invited to be Heard
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Approval of Minutes from the January 20, 2016 Board of Directors Meeting – M. Ashby
- F. Report of Bills, Financial Report – P. Garcia, M. Ashby
- G. Executive Director's Report – M. Ashby
- H. Intergovernmental Agreement Update – M. Ashby, J. Liley
 1. Current IGA
 2. Suggested Modifications
- I. Strategic Plan Update – M. Ashby
- J. Mill Project Coordination With Town of Windsor – M. Ashby
- K. Library Feasibility Update – M. Ashby
 1. Feasibility Committee, Site Visit, Evaluation Criteria
- L. Main Street Program Update – M. Ashby
- M. Farmer's Market Update – Eric Lucas (TOW Parks, Recreation & Culture Director)
- N. Alley Update – M. Ashby
 - Status of Survey/Title Work of DDA property (Status from Josh 2/17/16)
- O. Report from Sub-Committees
 1. Marketing Committee 1/27/16 Summary
 - Chamber of Commerce Business After Hours – Tuesday, February 9, 2015 – K. Melendez
 2. Beautification Committee
 3. Parking Committee
- P. Communications
- Q. The News on the Street is . . .
- R. Adjourn

Note: Underlined items include attachments.



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BOARD OF DIRECTORS MEETING

January 20, 2016 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

MEETING MINUTES

Attendance: Bob Winter, Dan Strauss, Craig Petersen, Kristie Melendez, Dean Koehler, Sean Pike, Jason Shaeffer. Guest: Owen Shaeffer. Staff: Matt Ashby, Patti Garcia.

- A. Call to Order
- B. Roll Call
- C. Public Invited to be Heard
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Approval of Minutes from the December 16, 2016 Board of Directors Meeting – M. Ashby
Koehler, Petersen. Approved.
- F. Report of Bills, Financial Report – P. Garcia, M. Ashby
Adjustment of Historic Society. Reduce payables by \$25,000. Petersen, Approve as amended. Shaeffer second. Motion carried.
- G. Executive Director's Report – M. Ashby
Provided a summary of activities.
Discussion: included the possibly to coordinate with other newsletters (Chimney Park) to broaden our outreach.
- H. Library Feasibility Update – M. Ashby
Discussion: Several of the prospective sites are located within the District. Generally, the direction of the committee is that they would like the facility to be located within the Downtown. Anticipate seeing some public outreach meetings. Next meeting of the Steering Committee is January 27th. Matt will provide general email updates. There may be mid-term directions and feedback that may be necessary.
- I. Main Street Program Update, Approval to Apply for Affiliate Status – M. Ashby
Application summary & Support Letter
Koehler, Strauss. Moved to submit application. Approved.
- J. Alley Update – M. Ashby
- Status of Survey/Title Work of DDA property (Status from Josh 2/17/16)
Discussion: Can we move forward without the eminent domain issue? Would it be possible to develop to end lots prior to moving forward? At some point this action would need to be taken. Discussion of preference to be developer-ready.
- DDA feels that continuing to move forward shows good progress. Discussion focused on discussing developing the end properties first, or an approach that is more flexible. Ashby recommended the discussion continue and be influenced by the Strategic Planning discussion. Create a vision, formalize an approach, and formalize the undergrounding utilities program. Specific action strategy will be discussed during the strategic plan.***
- K. Report from Sub-Committees
1. Marketing Committee 1/13/16 Summary

Note: Underlined items include attachments.



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P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

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- Chamber of Commerce Business After Hours – Tuesday, February 9, 2015 – K. Melendez
 - ***Matt to approach the restaurants for donations for Business After Hours. Hearing before the liquor authority, 3rd Floor, 3:00PM, Monday, February 1st. Jason to handle liquor hearing.***

Advertising wrap discussion identified shifting the approach to not subsidizing the advertising but shifting to a business spotlight, plus DDA happenings. Will need to establish criteria for how the business highlighted in the spotlight is selected. Print and online components are separately priced and issued. Recommendation is that the Board approve expenditure up to \$4,500 to cover the expenditure, with the details to be determined by the committee.

Question for the Board – How should expenditures that are within budget be handled? Do they need to be approved by the full Board?

2. Beautification Committee – ***Jason Schaeffer noted a concern that property owners are not fully aware of what the shoveling requirements are in the District. Patti to provide information to include in the newsletter.***
 3. Parking Committee – ***No Updates***
- L. Communications
- DDA Board work session, January 20, 2016, 8:15AM
 - Town Board work session; IGA discussion, February 8, 2016 5:30PM – P. Garcia
 - Update on Façade Improvement – Spokes Status – ***Waiting for owners.***
- M. The News on the Street is . . .
- N. Adjourn

Note: Underlined items include attachments.

Accounts

Transactions by Account

User:
 Printed:
 Batch:



TOWN OF WINDSOR
 301 WALNUT STREET
 WINDSOR, CO 80550
 WWW.WINDSORGOV.COM
 (970) 674-2400
 MON-FRI 8AM TO 5PM

| Account | Vendor | Description | GL Date | Check No | Amount |
|----------------------------|----------------------------|---|------------|----------|--------------------|
| 19-486-6213-000 | STEPPING STONES OF WINDSOR | DDA DONATION RE: TOM LADD | 12/31/2015 | 75564 | \$ 50.00 |
| Vendor Subtotal for | | | | | \$ 50.00 |
| 19-486-6213-000 | THE GREELEY TRIBUNE | DDA Top Page | 12/31/2015 | 75570 | \$ 248.00 |
| 19-486-6213-000 | THE GREELEY TRIBUNE | DDA Webskin | 12/31/2015 | 75570 | \$ 85.00 |
| Vendor Subtotal for | | | | | \$ 333.00 |
| 19-486-6213-000 | CARD SERVICES | DDA-EMAIL BLAST SVC | 12/31/2015 | 75580 | \$ 20.00 |
| Vendor Subtotal for | | | | | \$ 20.00 |
| 19-486-6213-000 | KAILIEE MELENDEZ | Windsor Wonderland, Website, Newsletter | 12/31/2015 | 75488 | \$ 163.00 |
| Vendor Subtotal for | | | | | \$ 163.00 |
| 19-486-6213-000 | TOWN OF WINDSOR CLERK | SPECIAL EVENT LIQUOR PERMIT | 01/15/2016 | 75651 | \$ 100.00 |
| Vendor Subtotal for | | | | | \$ 100.00 |
| 19-486-6253-000 | AYRES ASSOCIATES, INC. | DDA CONTRACT SVCS THRU 1/2/16 | 12/31/2015 | 75603 | \$ 3,963.31 |
| Vendor Subtotal for | | | | | \$ 3,963.31 |
| 19-486-6263-000 | PITNEY BOWES | POSTAGE MACHINE/LEASE | 01/28/2016 | 75740 | \$ 12.09 |
| Vendor Subtotal for | | | | | \$ 12.09 |
| TOTAL | | | | | \$ 4,641.40 |



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

| | |
|---------------------------|--------|
| Finance Department | |
| Vendor # | 105391 |
| Obligation # | |

PAYMENT REQUEST 2015

| | |
|---|--------|
| INVOICE NUMBER: 12.29.15 | Notes: |
| VENDOR: Stepping Stones | |
| DBA: Stepping Stones (IF OTHER THAN VENDOR) | |
| Address: 503 Walnut Street Windsor, CO 80550 | |
| Phone: | |
| Fax: | |

| INVOICE DATE | PROCESSED BY | SUPERVISOR APPROVAL | DEPT. HEAD APPROVAL |
|--------------|----------------|---------------------|---------------------|
| 12.29.15 | Krystal Eucker | | <i>[Signature]</i> |

| BUDGET LINE ITEM | | | | DESCRIPTION | TOTAL |
|------------------|-------|----------|---------|--------------------------|-------|
| FUND | DEPT. | FUNCTION | PROJECT | | |
| 19 | 486 | 6213 | 000 | Stepping Stones Donation | 50.00 |
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| TOTAL | | | | | 50.00 |

POST

Return to Stacey in Finance

19-480-6213

Patti Garcia

From: winterfarm@aol.com
Sent: Tuesday, December 29, 2015 2:59 PM
To: k.melendez@comcast.net; Patti Garcia; Bob@windsordda.com; Craig@windsordda.com; Dan@windsordda.com; dean@windsordda.com; jason@windsordda.com; kristie@windsordda.com; sean@windsordda.com
Cc: AshbyM@AyresAssociates.com; Kelly Arnold
Subject: Re: Tom Ladd memorial
Attachments: image001.png

Hi All,

I talked to Craig and Patti and with Kristie's recommendation we felt Stepping Stones, is a great local charity. Patti will do the proper paper work and the DDA will donate \$50.00 to Stepping Stones and send card to family noting the donation.

Stepping Stones of Windsor
 POB 105
 Windsor
 Attn: Barbara Goff

Thank You.

Bob Winter

-----Original Message-----

From: Kristie Melendez <k.melendez@comcast.net>
To: 'Patti Garcia' <pgarcia@windsorgov.com>; 'Bob Winter' <Bob@windsordda.com>; 'Craig Petersen' <Craig@windsordda.com>; 'Dan Stauss' <Dan@windsordda.com>; 'Dean Koehler' <dean@windsordda.com>; 'Jason Shaeffer' <jason@windsordda.com>; 'Kristie Melendez DDA' <kristie@windsordda.com>; 'Sean Pike' <sean@windsordda.com>
Cc: 'Ashby, Matthew' <AshbyM@AyresAssociates.com>; 'kelly Arnold' <karnold@windsorgov.com>
Sent: Mon, Dec 28, 2015 2:02 pm
Subject: RE: Tom Ladd memorial

I am always a fan of the local charity Stepping Stones – as they help those in our community in need and do a great job!

Kristie Melendez, Managing Member
 Smart Marketing, LLC
 Home to EasyChair Media Publishing
 Phone 970-686-5805
 Fax 970-686-7335



www.easychairmedia.com

So smart and easy!

Web. Mobile. Social. Print.



Please do a payment request to Stepping Stones. Thanks

www.colotrust.com
 Toll Free: 877-311-0219



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

| <u>Finance Department</u> | |
|---------------------------|--------|
| Vendor # | 105741 |
| Obligation # | |

PAYMENT REQUEST

2015

| | |
|--|--------|
| INVOICE NUMBER: 11696590 | Notes: |
| VENDOR: Greeley Tribune, The | |
| DBA: Greeley Tribune (IF OTHER THAN VENDOR) | |
| Address: P.O. Box 1690 Greeley, CO 80632 | |
| Phone: | |
| Fax: | |

| INVOICE DATE | PROCESSED BY | SUPERVISOR APPROVAL | DEPT. HEAD APPROVAL |
|--------------|----------------|---------------------|---------------------|
| 12.31.15 | Krystal Eucker | | <i>PS</i> |

| BUDGET LINE ITEM | | | | | |
|------------------|-------|----------|---------|--------------|---------------|
| FUND | DEPT. | FUNCTION | PROJECT | DESCRIPTION | TOTAL |
| 19 | 486 | 6213 | 000 | DDA Top Page | 248.00 |
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| TOTAL | | | | | 248.00 |

POSTED

Return to Stacey in Finance

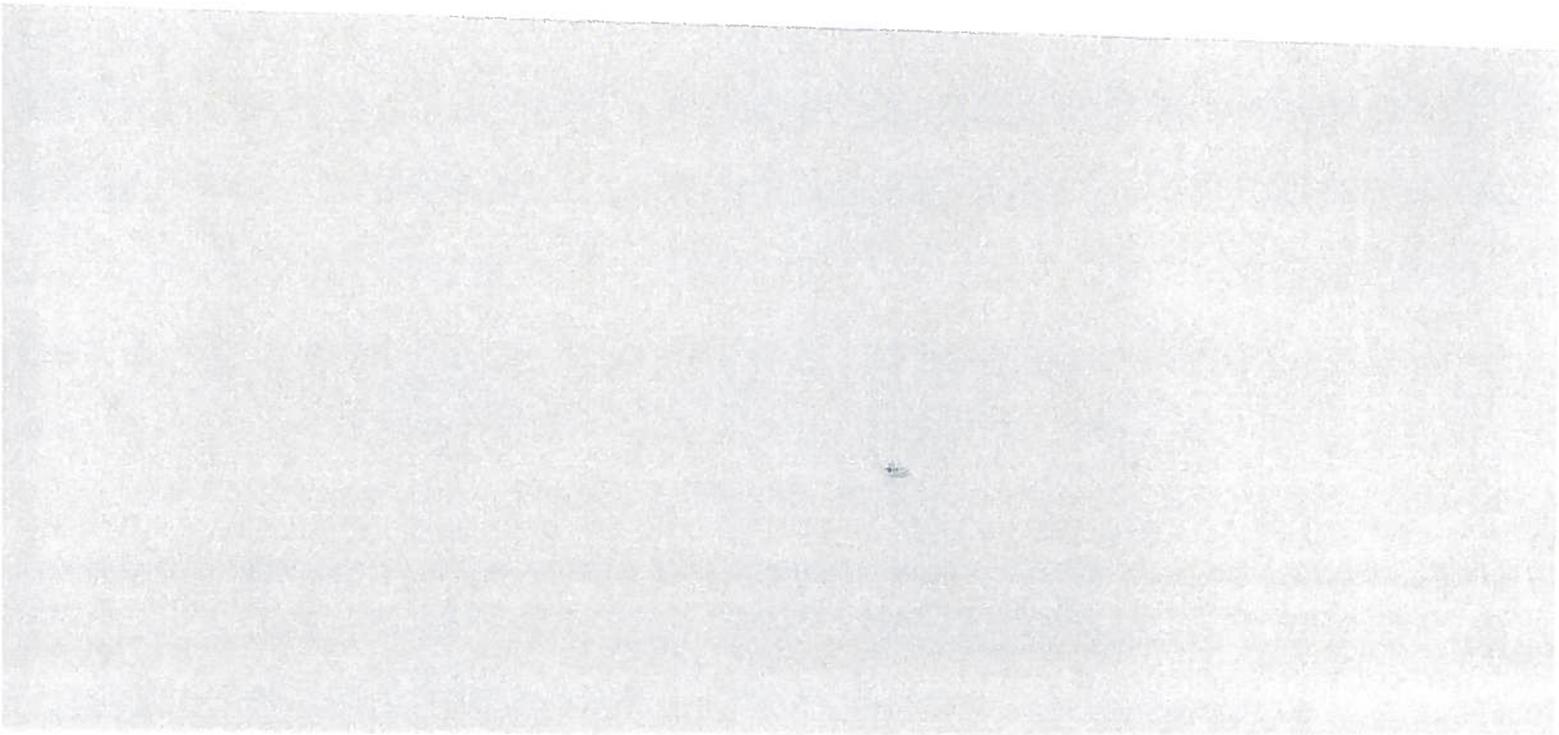
For information or questions regarding your bill, please call our Customer Service Department at (970) 392-5643 or email us at delarson@greeleytribune.com.

Account Manager: Cristin Peratt WN 970-352-0211 cperatt@greeleytribune.com

| | | | | | | | |
|-------------------------|----------------|-----------------------|----------------|-----------------------|-----------------|-------------------------|--|
| Account Name | | Account Number | | Billing Period | | Invoice Number | |
| Windsor, Town of | | 1083665 | | 12/01/15 - 12/31/15 | | 1083665120615 | |
| Payments/Credits | Current | 30 Days | 60 Days | 90 Days | 120 Days | Total Amount Due | |
| 0.00 | 248.00 | 0.00 | 0.00 | 0.00 | 0.00 | 248.00 | |

DATE PUBLICATION AD# PO# / DESCRIPTION / INSERT IDENTIFIER UNITS RUNS AMOUNT

12/6 Ad Type: Display
WN 11696590 DDA Page Top 6 x 3.25 1 248.00



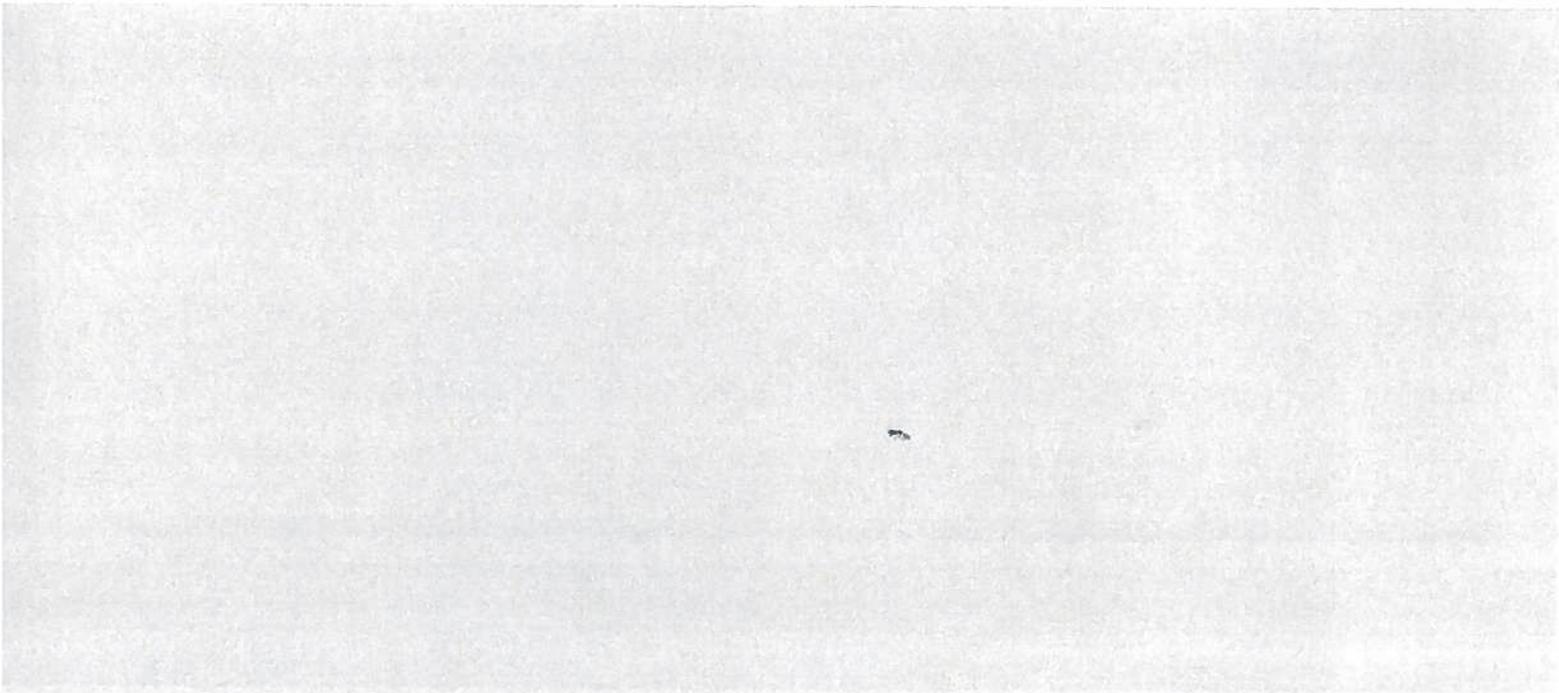
For information or questions regarding your bill, please call our Customer Service Department at (970) 392-5643 or email us at delarson@greeleytribune.com.

Account Manager: Cristin Peratt WN 970-352-0211 cperatt@greeleytribune.com

| | | | | | | | |
|-------------------------|----------------|-----------------------|----------------|-----------------------|-----------------|-------------------------|--|
| Account Name | | Account Number | | Billing Period | | Invoice Number | |
| Windsor, Town of | | 1083665 | | 12/01/15 - 12/31/15 | | 1083665120715 | |
| Payments/Credits | Current | 30 Days | 60 Days | 90 Days | 120 Days | Total Amount Due | |
| 0.00 | 85.00 | 0.00 | 0.00 | 0.00 | 0.00 | 85.00 | |

| DATE | PUBLICATION | AD# | PO# / DESCRIPTION / INSERT IDENTIFIER | UNITS | RUNS | AMOUNT |
|------|-------------|-----|---------------------------------------|-------|------|--------|
|------|-------------|-----|---------------------------------------|-------|------|--------|

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| 12/6 | Ad Type: Display WN | 11696592 | webskin -DDA | | 1 | 85.00 |
|------|------------------------|----------|--------------|--|---|-------|





301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

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| <u>Finance Department</u> | |
| Vendor # | 106373 |
| Obligation # | |

PAYMENT REQUEST

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|------------------------------------|---------------------|
| INVOICE NUMBER: 0054DEC2015 | Notes: <i>Patti</i> |
| VENDOR: CARD SERVICES | |
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| | DDA EXPENSE |
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| INVOICE DATE | PROCESSED BY | CARDHOLDER SIGNATURE | DEPT. HEAD APPROVAL |
|--------------|--------------|----------------------|---------------------|
| 12/24/15 | Patti Garcia | | <i>DM</i> |

| BUDGET LINE ITEM | | | | | |
|------------------|-------|----------|---------|---|-----------------|
| FUND | DEPT. | FUNCTION | PROJECT | DESCRIPTION | TOTAL |
| 01 | 411 | 6214 | | King Soopers – Town Board dinner | 41.39 |
| 01 | 413 | 6217 | | Coloradoan web access | 11.00 |
| 01 | 413 | 6217 | | Greeley Tribune web access | 6.06 |
| 01 | 410 | 6290 | | USPS – Reserve PO Box for 2016 election | 635.00 |
| 19 | 486 | 6213 | | Constant Contact | 20.00 |
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| | | | | POSTER | |
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| | | | | GRAND TOTAL | \$713.45 |

Patti Garcia

From: Kelly Unger
Sent: Wednesday, November 25, 2015 7:45 AM
To: Patti Garcia
Subject: FW: Constant Contact Payment Receipt for Kelly Unger

Kelly Unger

Communications/ Assistant to the Town Manager
Town of Windsor | Town Manager's Office
301 Walnut Street | Windsor, CO 80550
Dir: 970-674-2416 | www.windsorgov.com

Follow Us www.windsorgov.com/socialmedia

From: Constant Contact Billing [<mailto:billing@constantcontact.com>]
Sent: Wednesday, November 25, 2015 3:08 AM
To: Kelly Unger
Subject: Constant Contact Payment Receipt for Kelly Unger

Thank you for your recent payment. Your payment receipt is found below.



Payment Receipt
for November 25, 2015

Windsor Downtown Development Authority
Attn.: Kelly Unger
301 walnut street
Windsor, CO 80550
US
9706742416

Today's Date: November 25, 2015
Payment Date: November 25, 2015
Payment Method: Visa (last 4 digits: 0054)
User Name: kunger@windsorgov.com

Thank you for your payment!

| Description | Amount Paid |
|------------------------------|-------------|
| Payment - Credit Card - 0054 | \$20.00 |

Amounts shown may reflect sales tax which is applicable in certain areas.

Note you can continue to view payment receipts online. Log into your Constant Contact account, click the [My Account](#) link in the upper right hand corner of the Home page, and choose the View Payment Receipts option.

You may also use the Opt In/Out of Payment Receipt E-Mails link on the [My Account](#) page to opt out of receiving payment receipt emails in the future.



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

| | |
|----------------------------------|--------|
| <u>Finance Department</u> | |
| Vendor # | 107149 |
| Obligation # | |

PAYMENT REQUEST

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|--|--------------------|
| INVOICE NUMBER: 007 | Notes: |
| VENDOR: Kailee Melendez | |
| DBA: Kailee Melendez (IF OTHER THAN VENDOR) | |
| Address: 2931 Eindborough Dr Fort Collins, CO 80525 | |
| Phone: 970-217-6277 | DDA EXPENSE |
| Fax: | |

| INVOICE DATE | PROCESSED BY | SUPERVISOR APPROVAL | DEPT. HEAD APPROVAL |
|--------------|----------------|---------------------|---------------------|
| 12/26/2015 | Krystal Eucker | | |

| BUDGET LINE ITEM | | | | DESCRIPTION | TOTAL |
|------------------|-------|----------|---------|--|---------------|
| FUND | DEPT. | FUNCTION | PROJECT | | |
| 19 | 486 | 6213 | | Windsor Wonderland, Website and Newsletter | 163.00 |
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| | | | | TOTAL | 163.00 |

POSTED

Return to Stacey in Finance

Krystal

KAILEE MELENDEZ

INVOICE

970-217-6277
kaileeann22@gmail.com

2931 Eindborough Dr.
Fort Collins, CO
80525

Attention: Patti Garcia
Assistant to the Town Manager/ Town Clerk
Town of Windsor | Administrative & Customer Service
301 Walnut Street
Windsor, CO 80550
Date: 12/26/15

Project Title: Website and Social Media Management
Invoice Number: 007
Project Term: 11/15/15 to 12/15/15
Terms: 30 Days

| Description | Quantity | Unit Price | Cost |
|-------------------------|----------|------------|--------|
| Windsor Wonderland Work | 3 | \$ 25 | \$ 75 |
| Website Updates | 1 | \$ 25 | \$ 25 |
| Newsletters | 2.50 | \$ 25 | \$ 63 |
| | | Subtotal | \$ 163 |
| | | Total | \$ 163 |

Thank you for your business!

Sincerely yours,

Kailee Melendez



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

| | |
|---------------------------|--------|
| Finance Department | |
| Vendor # | 107487 |
| Obligation # | |

PAYMENT REQUEST

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|---|-------------|
| INVOICE NUMBER: 01.15.16 | Notes: |
| VENDOR: Town of Windsor <i>Clerk</i> | |
| DBA: Town of Windsor (IF OTHER THAN VENDOR) | DDA EXPENSE |
| Address: 301 Walnut Street Windsor, CO 80550 | |
| Phone: | |
| Fax: | 2016 |

| INVOICE DATE | PROCESSED BY | SUPERVISOR APPROVAL | DEPT. HEAD APPROVAL |
|--------------|----------------|---------------------|---------------------|
| 01.15.16 | Krystal Eucker | | <i>PS</i> |

| BUDGET LINE ITEM | | | | DESCRIPTION | TOTAL |
|------------------|-------|----------|---------|-----------------------------|--------|
| FUND | DEPT. | FUNCTION | PROJECT | | |
| 19 | 486 | 6213 | 000 | Special Event Liquor Permit | 100.00 |
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| TOTAL | | | | | 100.00 |

POST

Return to Stacey in Finance

**Town of Windsor
Fee Schedule**

| LIQUOR LICENSE FEES | | | |
|--|---|--------------|-----------------------|
| CODE SECTION | DESCRIPTION | FEE | RES/ORD NUMBER |
| Fees Payable to Town of Windsor (Local licensing authority) | | | |
| | New License Fees | | |
| 6-3 | New liquor license application fee (one-time fee) | \$850.00 | Res 2009-61 |
| | Transfer application fee (one-time fee) | \$750.00 | Res 2008-53 |
| | Temporary Transfer | \$75.00 | |
| | Renewal License Fees | | |
| | Annual Application-ALL Licenses | \$100/yr. | Res 2012-79 |
| | Hotel/Tavern | \$100/yr. | Res 2008-53 |
| | Retail Liquor | 54.25/yr. | Res 2008-53 |
| | Beer & Wine | \$88.38/yr. | Res 2008-53 |
| | Club | \$79.00/yr. | Res 2008-53 |
| | 3.2% beer (on & off premises) | \$35.00/yr. | Res 2008-53 |
| | Arts | \$41.25/yr. | Res 2012-79 |
| | Art Gallery | \$3.75/yr. | Res 2012-79 |
| | Drugstore | \$22.50/yr. | Res 2012-79 |
| | Racetrack | \$75.00/yr. | Res 2012-79 |
| | Brew Pub | \$75.00/yr. | Res 2012-79 |
| | Mini Bar with Hotel/Restaurant | \$325.00/yr. | Res 2012-79 |
| | Bed & Breakfast | \$25.00/yr. | Res 2012-79 |
| | Special events/liquor or 3.2% beer | \$100/event | Res 2007-58 |
| | Manager registration/Hotel only | \$75.00 | |
| | Change of Location | \$500.00 | |
| | Change of Trade Name | \$50.00 | |
| | Corporation/LLC Changes | \$100.00 | |
| | Modify Premises | \$150.00 | |
| | Late Renewal | \$500.00 | |
| | Annual Occupation Tax (paid with annual license renewal) | | Res 1992-18 |
| | Class A – Hotel/Tavern | \$200.00/yr. | |
| | Class B – Retail off premises | \$150.00/yr. | |
| | Class C – 3.2% beer on premises | \$150.00/yr. | |
| | Class D – 3.2% beer off premises | \$100.00/yr. | |
| | Class E – Club | \$100.00/yr. | |
| | Class F – Extended hours | \$100.00/yr. | |
| Fees Payable to State of Colorado (State licensing authority) may be found at http://www.colorado.gov/revenue/liquor | | | |
| Fees Payable to Colorado Bureau of Investigation (Certified Check required) | | | |
| | Fingerprint charge for background check (one-time fee) | \$38.50 | Res 2003-4 |
| Payment of ALL applicable fees must be submitted with application | | | |



301 Walnut Street
 Windsor, CO 80550
 Office 970-674-2400
 Fax 970-674-2456

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|---------------------------|--------|
| Finance Department | |
| Vendor # | 10551 |
| Obligation # | 107484 |

PAYMENT REQUEST 2015

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| INVOICE NUMBER: 161868 | Notes: |
| VENDOR: Ayers Associates | |
| DBA: Ayers Associated (IF OTHER THAN VENDOR) | |
| Address: 214 West Lincolnway, Suite 22 Cheyenne, WY 82001 | |
| Phone: 307-634-9888 | |
| Fax: | |

| INVOICE DATE | PROCESSED BY | SUPERVISOR APPROVAL | DEPT. HEAD APPROVAL |
|--------------|----------------|---------------------|---------------------|
| 1/7/2015 | Krystal Eucker | | <i>[Signature]</i> |

| BUDGET LINE ITEM | | | | DESCRIPTION | TOTAL |
|------------------|-------|----------|---------|--------------------------------------|-------------------|
| FUND | DEPT. | FUNCTION | PROJECT | | |
| 19 | 486 | 6253 | 000 | DDA Contract Services through 1/2/16 | \$3,963.31 |
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| | | | | TOTAL | \$3,963.31 |

POSTED

Return to Stacey in Finance



19-486-6253

Invoice

Ayres Associates Inc
214 W. Lincolnway, Suite 22, Cheyenne, WY 82001, 307.634.9888, FAX 307.634.2353

Bob Winter
301 Walnut Street
PO Box 381
Windsor, CO 80550

January 7, 2016
Project No: 19-0624.00
Invoice No: 161868

Project Contact:
Project Manager: Matthew Ashby

Project 19-0624.00 Windsor CO Community Development Service
Windsor Community Development Services
Professional Services through January 2, 2016

Task ADMIN PR/Administration
Professional Personnel

| | Hours | Rate | Amount | |
|--------------------------|-------|---------------------------|--------|-----------------|
| Planner | | | | |
| Ashby, Matthew | 1.00 | 139.00 | 139.00 | |
| Accounting Set Up | | | | |
| Ashby, Matthew | 1.00 | 139.00 | 139.00 | |
| Interview and Newsletter | | | | |
| Administrative Assistant | | | | |
| Makowski, Sharon | 1.00 | 71.31 | 71.31 | |
| Totals | 3.00 | | 349.31 | |
| Total Labor | | | | 349.31 |
| | | Subtotal this Task | | \$349.31 |

Task DEVEL Outreach & Product Development
Professional Personnel

| | Hours | Rate | Amount | |
|--------------------|-------|---------------------------|----------|-------------------|
| Planner | | | | |
| Ashby, Matthew | 8.00 | 139.00 | 1,112.00 | |
| Document Review | | | | |
| Ashby, Matthew | 2.00 | 139.00 | 278.00 | |
| Main Street App | | | | |
| Ashby, Matthew | 16.00 | 139.00 | 2,224.00 | |
| Strategic Plan | | | | |
| Totals | 26.00 | | 3,614.00 | |
| Total Labor | | | | 3,614.00 |
| | | Subtotal this Task | | \$3,614.00 |

Task MTNGS Board and Committee Meetings

Subtotal this Task 0.00



All Invoices are payable upon receipt.
There will be a monthly finance charge of 1.5% (18% per year) on the unpaid balance. When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction.

| | | | | |
|---------|------------|--|---------|--------|
| Project | 19-0624.00 | Windsor CO Community Development Service | Invoice | 161868 |
|---------|------------|--|---------|--------|

| Billing Limits | Current | Prior | To-Date |
|----------------|----------|-------|-----------|
| Total Billings | 3,963.31 | 0.00 | 3,963.31 |
| Limit | | | 45,798.00 |
| Remaining | | | 41,834.69 |

TOTAL THIS INVOICE **\$3,963.31**



All invoices are payable upon receipt.
There will be a monthly finance charge of 1.5% (18% per year) on the unpaid balance. When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction.

VENDOR: PITNEY BOWES GLOBAL FINANCIAL SERVICES LLC
 PO BOX 371887
 PITTSBURGH PA 15250-7887

VENDOR #
 105382

January 15, 2016

INVOICE #
 2483107-SP15

ALL SPLIT: \$622.95
ADDITIONAL:
TOTAL DUE: \$622.95

2016 DC 15

| FUND | DEPT | FUNC | PROJ | DESCRIPTION | % | AMOUNT |
|------|------|------|------|-------------------------|--------|----------|
| 1 | 421 | 6263 | | Police Department | 14.21% | \$88.52 |
| 1 | 412 | 6263 | | Municipal Court Clerk | 4.22% | \$26.29 |
| 1 | 419 | 6263 | | Planning Department | 2.21% | \$13.77 |
| 1 | 456 | 6263 | | Cultural Affairs/Museum | 0.63% | \$3.92 |
| 5 | 490 | 6263 | | CRC/Seniors | 1.02% | \$6.35 |
| 1 | 451 | 6263 | | Recreation | 7.23% | \$45.04 |
| 1 | 430 | 6263 | | Public Works | 5.72% | \$35.63 |
| 1 | 454 | 6263 | | Parks | 2.82% | \$17.57 |
| 1 | 413 | 6263 | | Administration | 0.96% | \$5.98 |
| 1 | 431 | 6263 | | Engineering | 2.62% | \$16.32 |
| 7 | 481 | 6263 | | Sewer | 0.10% | \$0.62 |
| 6 | 471 | 6263 | | Water | 24.15% | \$150.44 |
| 1 | 416 | 6263 | | Human Resources | 2.27% | \$14.14 |
| 1 | 410 | 6263 | | Town Clerk | 2.95% | \$18.38 |
| 1 | 415 | 6263 | | Finance | 26.52% | \$165.21 |
| 1 | 420 | 6263 | | Economic Development | 0.29% | \$1.81 |
| 19 | 486 | 6263 | | DDA | 1.94% | \$12.09 |
| 1 | 418 | 6263 | | Legal | 0.14% | \$0.87 |

TOTAL: 622.95

100.0%

Megan Walter
 SIGNATURE OF APPROVAL

POSTED

Leasing invoice# 2483107-DC15

January 3, 2016

Account name
Town Of WindsorLease acct number
2483107Invoice number
2483107-DC15**Payment Options****Online Account Management**Register for *MyAccount* @
www.pb.com/myaccount. Click
View and Pay Bills for online
payments.Pay by Phone through client service
1-800-732-7222 8 a.m to 8 p.m EST**Questions?**Go to: www.pb.com/support
Choose to chat with a live agent 8 a.m to
8 p.m EST**To Order Supplies**Go to: www.pb.com/supplies
Or call 1-800-243-7824 8 a.m to 8 p.m
EST**Invoice Summary - Schedule # 001**

| | |
|-----------------------------------|-----------------|
| Leasing charges | \$622.95 |
| Sales tax | \$0.00 |
| Total due January 26, 2016 | \$622.95 |

Please see reverse side for invoice details.

If you have any questions regarding your account, please call the telephone number listed on this invoice.

Your last payment of \$622.95 was credited to your account on Oct 17, 2015.

Any payments received after Dec 26, 2015 may not be reflected on this invoice.

Make check payable to **Pitney Bowes Global Financial Services LLC.****Updating your meter provides optimal performance and accurate mail processing.**You can check for updates by doing a postage balance inquiry on your meter. If an update is not available then your meter is current.
Updating information can be found at www.pb.com/ratesandupdates.

Thank you for choosing Pitney Bowes.

Avoid late charges - Mail your payment with the coupon below and allow up to 7-10 days for mail and processing time.



Volume 3, Issue 12 December 2015

Windsor DDA Revenue

Windsor Downtown
Development
Authority

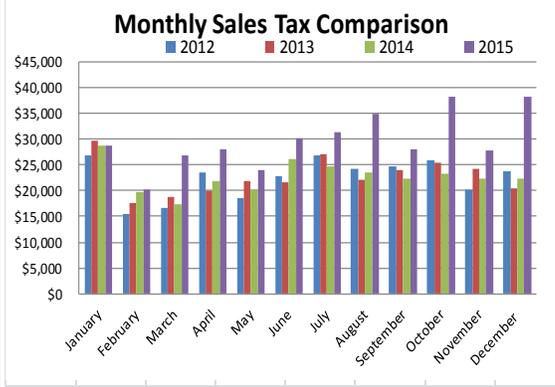
| Windsor DDA Revenue Summary December 31, 2015 | Collections | Budget | % of Budget |
|--|------------------|------------------|---------------|
| Property Tax Mill Levy | \$12,789 | \$11,566 | 110.57% |
| Incremental Property Tax | \$12,360 | \$14,326 | 86.28% |
| Interest | \$82 | \$5 | 1640.00% |
| Town of Windsor Funding | \$270,000 | \$270,000 | 100.00% |
| Total | \$295,231 | \$295,897 | 99.77% |

Special points of interest:

- December 2015 (3.95% rate) sales tax collections were \$15,673 above December 2014 (3.2% rate) sales tax collections.
- Revenue is right on budgeted at the end of December 2015 at 99.77%, as we should see 100% of the revenue through the twelfth month of the year.
- 2015 expenditures are under the budget benchmark with only 37.81% of the budget expended.

Windsor DDA Expenditures

| Windsor DDA Expenditures Summary December 31, 2015 | Expenditures | Budget | % of Budget |
|---|------------------|------------------|---------------|
| Operations | | | |
| Office Supplies | \$156 | \$500 | 31.20% |
| Public Relations/Advertising | \$24,945 | \$25,000 | 99.78% |
| Board Development | \$2,410 | \$4,000 | 60.25% |
| Dues/Fees/Subscriptions | \$1,443 | \$770 | 187.40% |
| Special Equipment | \$780 | \$20,000 | 3.90% |
| Street Repair/Maintenance | \$2,501 | \$1,500 | 166.73% |
| Travel/Mileage | \$0 | \$150 | 0.00% |
| Liability Insurance | \$0 | \$2,053 | 0.00% |
| Legal Services | \$5,852 | \$10,000 | 58.52% |
| Contract Services | \$4,044 | \$46,500 | 8.70% |
| Postage | \$190 | \$350 | 54.29% |
| Printing/Binding | \$0 | \$500 | 0.00% |
| Study Review/Consultant | \$5,653 | \$20,000 | 28.27% |
| Façade Program | \$59,069 | \$160,000 | 36.92% |
| Administrative Transfer | \$5,000 | \$5,000 | 100.00% |
| Operations Total | \$112,043 | \$296,323 | 37.81% |
| Grand Total | \$112,043 | \$296,323 | 37.81% |



Windsor Downtown Development Authority

P.O. Box 381
Windsor, CO 80550
Email: info@windsordda.com

**Were on the web
windsordda.com**

Welcome to Windsor



DDA Mission Statement

“It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.”



PLAN OF DEVELOPMENT PROJECTS

The projects, facilities, programs and functions to be established and provided in the district will benefit and promote the health, safety, prosperity, security and general welfare of all occupants and owners thereof and will prevent deterioration of property values, will prevent the growth of blighted areas, and will be of special benefit to all property within the district.

- A. The promotion of, participation in, and assistance to private and public developments consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, and/or acquiring, constructing, reconstruction, rehabilitating, equipping, selling and leasing space.
- B. Public facilities and improvements as necessary to complement private developments.
- C. A parking program to provide sufficient public parking to service all occupants and owners within the district.
- D. A pedestrian and vehicular circulation system.
- E. A beautification program.
- F. A convention/exhibition facility to be built in conjunction with private development of a downtown hotel and banquet hall.

DDA Board

Bob Winter, Chairman — Bob@windsordda.com
Dan Stauss, Vice Chairman — Dan@windsordda.com
Craig Petersen, Secretary/Treasurer — Craig@windsordda.com
Dean Koehler — Dean@windsordda.com
Jason Shaeffer — Jason@windsordda.com
Sean Pike — Sean@windsordda.com
Kristie Melendez, TOW Board Liaison — Kristie@windsordda.com

Term: April 2017
Term: April 2018
Term: April 2018
Term: April 2017
Term: April 2016
Term: April 2016
Term: April 2016



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: February 12, 2016
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: February Report

Action Summary:

Following the January Board Meeting, we completed a visioning session to discuss the strategic future of the DDA as an organization. Subsequently, the information was compiled and summarized into a text document. From there, the information was synthesized into an executive summary, which served as the basis for our presentation to the Town Board regarding the IGA.

Each of these deliverables consumed contract time, along with additional meetings for the Library Feasibility Study and Business After Hours.

Based off the January billing, which accounts for time through 1/23, my contract is running approximately 8% ahead of where we would be at this time if hours were allocated evenly over the course of the year. This indicates that the DDA is utilizing more hours during these first few months than was contemplated for in the contract.

A breakdown of the actual invoice did not match up with monthly dates. I will work to align those reports so you have the ability to assess better how my time is being allocated in future months.

Additional investment of time in February and March will be required to finalize the Strategic Plan and accompanying text support.

I will also be spending time focusing on the update to the IGA and coordinating with Kelly Arnold on an approach to the Mill project.

Marketing – Additional work will be needed to evaluate the best approach to marketing. We will need to update the marketing contract with Kailee Melendez to discuss opportunities and future options for communicating with our stakeholders. This will likely result in recommendations for the Marketing Committee’s annual work plan. I have also been in communication with the TOW to transfer access to Constant Contact and the Facebook account.

Main Street Colorado – The application was submitted and we have been accepted. The next stage will be to hold a meeting with the state program manager to determine next steps. We have the option of pursuing the next level of “Candidate” status in July, which includes additional resources as well as reporting requirements.

Should you have any questions, don’t hesitate to contact me at 970.797.3595.

**INTERGOVERNMENTAL AGREEMENT BETWEEN TOWN OF
WINDSOR, COLORADO AND WINDSOR DOWNTOWN DEVELOPMENT
AUTHORITY REGARDING TOWN SUPPORT OF THE
WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY**

This INTERGOVERNMENTAL AGREEMENT ("IGA") is made and executed this 28th day of November, 2011, by and between the TOWN OF WINDSOR, a Colorado home rule municipal corporation (the "Town"), and WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY, a body corporate and politic (the "DDA").

WITNESSETH:

WHEREAS, by Ordinance No. 2011-1401, the Town created and established the DDA with all the purposes and powers now or hereafter authorized by Part 8 of Colorado Revised Statutes Title 31, Article 25 (the "DDA Statute"), and all additional and supplemental powers necessary or convenient to carry out and effectuate the purposes and provisions of said Part 8 within the boundaries of the DDA as such boundaries presently exist and may in the future be expanded ("DDA Boundaries"); and

WHEREAS, the DDA Statute has declared that the organization of downtown development authorities will serve a public use; promote the health, safety, prosperity, security, and general welfare of the inhabitants thereof and of the people of this state; will halt or prevent deterioration of property values or structures within central business districts; halt or prevent the growth of blighted areas within such districts, and assist municipalities in the development and redevelopment of downtowns and in the overall planning to restore or provide for the continuance of the health thereof; and

WHEREAS, pursuant to C.R.S. §31-25-808, the DDA is empowered to cooperate with the Town, to enter into contracts with the Town and to make or receive from the Town grants, contributions and loans; and

WHEREAS, the citizens of Windsor have consistently urged that the Town make revitalization of downtown a priority; and

WHEREAS, the Town and the DDA recognize the overall economic benefit to the Town of maintaining and revitalizing its downtown, which area serves as the Town's center for commercial, financial, governmental, social, recreational, historic and cultural activities; and

WHEREAS, the Town and the DDA desire to promote redevelopment opportunities in the downtown that will generate economic development that results in increased employment, and increased tax revenue while preserving and enhancing the unique character of downtown as the heart of Windsor; and

WHEREAS, on February 22, 2010, the Town Board adopted Resolution No. 2010-13, within which the Town Board approved and adopted the Town of Windsor Downtown Design Guidelines and Financing Plan ("Downtown Plan"); and

WHEREAS, the Town and DDA acknowledge that Resolution No. 2010-13 directs Town staff and administration to work cooperatively with downtown business and property owners to implement the objectives of the Downtown Plan; and

WHEREAS, it is important that the Town and the DDA work closely together, especially in the initial years, to develop and approve appropriate planning and funding tools to maximize quality redevelopment opportunities in the downtown; and

WHEREAS, the Town and the DDA have agreed that the qualified electors of the DDA will be asked at the April, 2012, municipal election to authorize certain financial transactions related to DDA tax increment monies and approving the future levy of an ad valorem tax to fund operations of the DDA; and

WHEREAS, it is anticipated that, until sufficient property tax increment is being generated and property tax monies are available for operations, the DDA will need funding and administrative support from the Town for its operations and for capital and program expenditures; and

WHEREAS, the Town and the DDA desire to enter into this IGA to memorialize their respective commitments in connection with downtown planning objectives, the 2010 Election and the interim funding of the DDA;

WHEREAS, the DDA Board, on November 16, 2011, determined that this IGA is consistent with and in furtherance of the goals and purposes of the DDA and thereupon approved the terms of this IGA and authorized its Chairperson to execute it;

WHEREAS, the Town Board, on Nov 28, 2011, determined that this IGA is consistent with and in furtherance of the goals and purposes of the Town and the DDA and thereupon approved the terms of this IGA and authorized the Town Manager to execute it; and

NOW, THEREFORE, in consideration of the mutual promises and other valuable consideration, the receipt and adequacy of which is hereby acknowledged, the parties agree as follows:

ARTICLE ONE

TOWN COMMITMENTS

1.1 2012 Election.

- a. The Town's next biennial municipal election will take place on April 3, 2012 ("Municipal Election"). The DDA will through the Town Manager present to the Town Board a resolution ("DDA Election Resolution") for Town Board adoption which will refer to the qualified electors of the DDA the questions related to DDA financing, including whether the DDA should impose an *ad valorem* tax of up to five (5) mills upon all real property within the DDA Boundaries to be effective in January, 2012 ("Mill Levy Measure"). The proposed DDA Election Resolution will be referred by the DDA to the Town Manager sufficiently in advance of the applicable election deadline, such that the DDA Election Resolution may undergo revision and refinement, if necessary, before presentation for official action by the Town Board. The Town Board shall vote affirmatively in favor of the DDA Election Resolution, in order that the Mill Levy Measure is placed upon the ballot for consideration by the DDA electors during the Municipal Election.
- b. The Town will conduct the Municipal Election as required by law. The Town Clerk shall be designated the Election Official for the Municipal Election. The DDA and the Town will work cooperatively to produce a current and complete roster of all qualified electors within the DDA Boundaries in order that the Municipal Election may proceed as a mail election. The form and content of this roster shall be subject to final approval by the Town Clerk.

1.2 Development and Redevelopment Regulations.

- a. The Town and the DDA will work together to evaluate existing Town regulations applicable to land development and redevelopment ("Existing Land Use Regulations") to ascertain if such regulations promote the objectives of the Downtown Plan for responsible development and redevelopment within the DDA

Boundaries. To the extent Existing Land Use Regulations are deemed to be inconsistent with the objectives of the Downtown Plan, Town staff will work cooperatively with the DDA to arrive at revisions more consistent with the Downtown Plan, which revisions will be presented for review and comment to the Town's Planning Commission and to the Town Board for adoption or approval, as the case may be. The parties recognize that the adoption of Town policy is exclusively within the discretion and authority of the Town Board.

- b. In addition to an evaluation of Existing Land Use Regulations, the Town will work cooperatively with the DDA to evaluate new or additional regulations intended to promote responsible development and redevelopment within downtown Windsor ("New Land Use Regulations"). Town staff will prepare any proposed New Land Use Regulations, but will consult with the DDA before referring any such regulations for Town Board consideration, adoption or approval. The parties recognize that the adoption of Town policy is exclusively within the discretion and authority of the Town Board.

1.3 Interim Funding with Town Sales Tax Revenue.

- a. **Initial Funding Duration.** For fiscal years 2012 through 2016 and subject to the terms set forth herein, the Town will provide funding to the DDA from sales tax revenue generated within the DDA Boundaries, as set forth below in Sections 1.3.b. through 1.3.g. inclusive.
- b. **Sales Tax Base.** The Town will collect and set aside in a special fund for DDA budget revenue purposes a sum equal to all sales tax revenue collected by the Town within the original DDA boundaries for fiscal year 2010, less that percentage which is required by law for retirement of the bonded indebtedness associated with construction of the Community Recreation Center. This sum will be considered the "Sales Tax Base" for purposes of this IGA. Contingent upon Town approval of the DDA budget for each of the fiscal years identified in Section 1.3.a. above, the Sales Tax Base may be used by the DDA for its budgeted operations, programming, capital projects and the maintenance of appropriate reserves in accordance with the terms of this IGA. In the event the DDA original boundaries for fiscal year 2010 are expanded, the Town, in consultation with the DDA, shall determine whether such additional property should be added to the Sales Tax Base.
- c. **Sales Tax Increment.** In addition to the Sales Tax Base, the Town shall collect and set aside in a special fund for DDA budget revenue purposes a sum equal to

the portion of sales tax revenue collected within the DDA Boundaries in excess of the Sales Tax Base revenue, which excess will be considered the "Sales Tax Increment" for purposes of this Agreement. Contingent upon Town approval of the DDA budget for each fiscal year, the Sales Tax Increment may be used by the DDA for its budgeted operations, programming, capital projects and the maintenance of appropriate reserves in accordance with this IGA. Notwithstanding the funding duration timeframe set forth in Section 1.3.a, above, it is the intent of the Town Board that the Sales Tax Increment shall be appropriated by the Town Board to the DDA through the thirty-year tax increment term permitted under State law for the purpose of creating an incentive to downtown businesses to maximize retail opportunities and to assist the DDA in meeting the goals of the Downtown Strategic Plan.

- d. **Unexpended Town Funds.** To the extent that DDA budgeted funds from the Sales Tax Base or the Sales Tax Increment, or any combination thereof, is not expended as provided in this IGA in a given DDA fiscal year, the Town agrees that any such unexpended funds shall be transferred at the conclusion of each fiscal year to a DDA Reserve Fund, which Reserve Fund monies may be used by the DDA for one or more capital projects, subject to the approval of the Town Board of any DDA budget which includes expenditure of such monies. Any unexpended revenues from the Sales Tax Base as of December 31, 2016, shall be subject to the provisions of Section 1.3.g. below.
- e. **Interest Earned on Town Funds.** The DDA shall be entitled to retain any interest earned on funds provided by the Town, including interest earned on unexpended Town funds. Interest on Town funds shall be separately accounted for as revenue within the DDA budget for each fiscal year during the initial funding duration described in this Section.
- f. **Credit for Town Administrative Support.** Given the substantial value of the administrative support provided by the Town to the DDA, the Town shall be entitled to offset against the revenue sources identified in Sections 1.3.b. and 1.3.c. the actual cost of direct administrative support provided to the DDA for those Town employees listed on Exhibit "A," attached hereto and incorporated herein by this reference, not to exceed a total of Thirty-five Thousand Dollars (\$35,000) in 2012. The Town and the DDA will meet during the last quarter of 2012 to review actual costs to date of such administrative support and projected administrative support needs for 2013.

- g. **Review and Evaluation in 2016.** During the first half of Fiscal Year 2016, the parties will review and evaluate downtown Windsor needs and the DDA's progress in meeting the objectives of the Downtown Plan, the DDA Downtown Strategic Plan and any other objectives established by mutual agreement during the preceding fiscal years. The purpose of such review and evaluation shall be to determine whether further Town sales tax funding will continue and, if so, at what levels. The parties anticipate that the completion of such review and evaluation will result in an amendment of the within Agreement with respect to ongoing sales tax funding by the Town.
- h. **Town Funding Contingency.** Notwithstanding any of the foregoing, the parties agree that, in the event the Mill Levy Measure is not approved by the DDA electors, the Town may elect, in its sole discretion, to renegotiate the financial and administrative support provided to the DDA.

1.4 Downtown Incentive Program.

The Town hereby states its intention to develop a Town-wide retail development incentive program, within which retail development incentives for the downtown area will be included. The Town will work cooperatively with the DDA with respect to any downtown development incentives prior to Town Board action on any such incentives. Such downtown development incentives may include deferral, reimbursement or waiver of all or any portion of fees customarily included in the cost of building permits or other development approvals. The parties acknowledge that the adoption of Town policy is exclusively within the discretion and authority of the Town Board.

1.5 Continuance of Routine Maintenance of Downtown Improvements.

The Town will continue to be responsible for routine maintenance of Town improvements within the DDA Boundaries. However, in the event that any capital improvements funded by the DDA requires extra maintenance due to the enhanced nature of such improvements, in conjunction with annual Town Board approval of DDA budgets, the Town and DDA will reach specific agreements with respect to the allocation of maintenance responsibility for any such DDA capital improvements reflected in each such budget.

ARTICLE TWO

DDA COMMITMENTS

- 2.1 **Municipal Election.** The DDA recognizes that it needs to generate revenue independently of Town resources. Accordingly, the DDA agrees to support the Municipal Election as follows:
- a. **Preparation of Ballot Materials.** The DDA shall be responsible for the timely and complete preparation of the Municipal Election ballot title, ballot question and any other ballot-related requirements of the Town Clerk pursuant to applicable law.
 - b. **TABOR Materials.** The DDA shall be responsible for the timely and complete preparation of all notices, informational material and documentation required for compliance with Article X, Section 20 of the Colorado Constitution and related statutory requirements ("TABOR Materials"). DDA will coordinate with the Town Clerk with respect to the distribution of TABOR materials as required by law.
 - c. **DDA Payment of Election Costs.** The DDA shall reimburse the Town for all out-of-pocket election costs attributable to the Municipal Election, payment for which shall be rendered to the Town Clerk within sixty (60) days of the Town Clerk's final certification of the Municipal Election ballot results.
 - d. **Voter Education.** The DDA will support the Municipal Election by community outreach, downtown stakeholder communication and public education. The DDA will be primarily responsible for assuring public awareness and the significance of the Municipal Election.
- 2.2 **Financial and Administrative Self-Sufficiency.** As part of its effort to become a self-sustaining entity supported by financial and administrative resources distinct from Town resources, the DDA agrees to undertake the following efforts:
- a. **Grant Funding.** The DDA will actively seek available grant funding from both public and private sources to further support its revenue requirements.
 - b. **Capital Projects Focus.** The DDA acknowledges that one of its primary purposes is to increase property values within its boundaries, thus generating *ad valorem* property tax revenue statutorily available to the DDA. Therefore, the

DDA will concentrate on the development of a formal Capital Improvements Plan emphasizing projects which are likely to result in increased property values within the DDA boundaries, while recognizing that a variety of DDA-funded activities and programs will also be necessary to provide needed economic vitality.

2.3 Development and Approval of Downtown Strategic Plan.

The DDA has undergone a comprehensive strategic planning process, the result of which will be a DDA Downtown Strategic Plan adopted by the DDA Board of Directors. The Downtown Strategic Plan will guide the DDA in its approach to its objectives, such that the dedication of funds provided to the DDA by the Town is consistent with a strategy developed in advance.

2.4 Preparation of Annual Budget, 2012 Work Plan.

- a. **Annual Budget.** Attached is the Preliminary 2012 DDA Budget, the format of which shall serve as a model for all future DDA budgets. Commencing in fiscal year 2012, the DDA will provide to the Town the DDA's annual budget by no later than November 1 of each year. The Town Board will complete its review of the DDA budget and issue its budget approval by December 31 of each year.
- b. **Annual Work Plan.** Attached is a copy of the DDA's Preliminary 2012 Work Plan, which provides a format for annual Work Plans which shall be provided to the Town each year in association with the DDA's budget submittals as provided in Section 2.4.a.

ARTICLE THREE

MISCELLANEOUS

3.1 Expansion of DDA Boundaries. The parties acknowledge that the DDA Statute governs the expansion of downtown development authority boundaries, and agree that the procedures set forth in said Part 8 shall apply to any expansion of the original DDA boundaries.

3.2 Notices. All notices to be given to parties hereunder shall be in writing and shall be sent by certified mail to the addresses specified below:

If to the DDA: Windsor Downtown Development Authority
Attn: Chairperson
P.O. Box 381
Windsor, CO 80550

With a copy to: Liley, Rogers & Martell, LLC
Attn: Lucia A. Liley, Esq.
300 South Howes Street
Fort Collins, CO 80521

If to the Town: Town of Windsor
Attn: Town Manager
301 Walnut Street
Windsor, CO 80550

With a copy to: Ian McCargar
Frey McCargar & Plock, LLC
131 Lincoln Avenue, Suite 100
Fort Collins, CO 80524

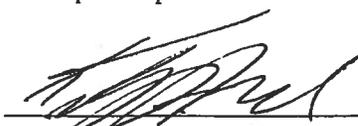
- 3.3 **Governing Law.** This IGA shall be governed by, and its terms construed under the laws of the State of Colorado.
- 3.4 **Third Party Beneficiaries.** It is the mutual intent of the parties hereto that this IGA shall inure to the benefit of only the parties hereto. Accordingly, nothing in this IGA shall be construed as creating any right or entitlement which inures to the benefit of any third party.
- 3.5 **Annual Appropriation.** All financial obligations of the Town or the DDA arising under this IGA that are payable after the current fiscal year are contingent upon funds for that purpose being annually appropriated, budgeted and otherwise made available by the Town Board of the Town, in its discretion, and/or the Board of Directors of the DDA, in its discretion, as applicable.
- 3.6 **Benefit, Binding Effect, Covenant.** The parties hereto recognize that there are legal constraints imposed upon them by the constitution, statutes, and rules and regulations of the State of Colorado and of the United States, and imposed upon them by their respective governing statutes, charters, ordinances, rules and regulations, and that, subject to such constraints, the parties intend to carry out the terms and conditions of this IGA.

Notwithstanding any other provision of this IGA to the contrary, in no event shall either of the parties be obligated hereunder to exercise any power or take any action that is prohibited by applicable law. Whenever possible, each provision of this IGA shall be interpreted in such a manner so as to be effective and valid under applicable law.

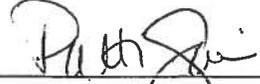
IN WITNESS WHEREOF, the parties have executed this IGA the day and year first above written.

TOWN OF WINDSOR, COLORADO, a
municipal corporation

By: _____


Kelly Arnold, Town Manager

ATTEST:


Patti Garcia, Town Clerk



APPROVED AS TO FORM:


Ian McCargar, Town Attorney

WINDSOR DOWNTOWN
DEVELOPMENT AUTHORITY, a body
corporate and politic

By: _____


Bob Winter, Chairperson

ATTEST:


Craig Peterson, Secretary

Exhibit "A"

Town Employees

Elizabeth Fields

Patti Garcia

Dean Moyer

Any other Town employees authorized by the Town Manager and the
DDA Board



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

MARKETING COMMITTEE MEETING Wednesday, January 27, 2016, 7:30AM 301 Walnut Street, First Floor Conference Room Windsor, CO 80550

AGENDA

Attendance (Board) Craig Petersen, Bob Winter, Kristie, Dean Kohler. Staff: Matt Ashby. Guests: Cristin Perralt, SERTOMA Club Representatives.

1. Windsor Now! Ad

- i. DDA Board identified on 1/20/16 the intent to support the Marketing Committee's decision to move forward with the advertising contract once the Committee was satisfied.

Possibilities of the advertisement would be to start with the March edition, looking to kickoff with an overview of why and what is the DDA. Include the tagline and encourage volunteers. How to pick the business profiles to establish a fair process for selecting businesses. Lottery option. But need to have backups (maybe columns focused on the DDA activities.) The existing DDA advertisers would receive a questionnaire. Send out a sample to our members via the Newsletter. First Spotlight would include some background info on DDA and the Spotlight. (Include messaging from the Strategic Plan.) March 6th publication, March 2nd final deadline, draft completed February 24th. Business Spotlight linked to our website, maybe on the business directory.

Print component \$3,250 for 10 months. Digital component \$850 for 10 months. Total is \$4,100. Peterson moved to approve up to \$4,500 for advertising, seconded by Winter.

Motion approved.

2. Chamber of Commerce Business After Hours – February 9, 2016

- i. Food sponsor update – Nana B's, Hearth, Chimney Park, Theo's on board. Still looking to connect with Okole and The Border.
- ii. Pike Auto providing give-away items. Looking for 75-100.
- iii. Volunteers – Board members please plan on attending to assist with beverage distribution.

3. SERTOMA – American Flag Placement Program – Chuck Mabry



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

Fundraising program with individual businesses to provide an individual flag bracket and place the flag on 9 holidays throughout the year. Proceeds go to charities related to needy children. Program has been demonstrated on North College in Ft. Collins and would like to bring the program to Main Street. The group charges \$45 annually. The group would like the DDA to 'support' the program and raise awareness to help them open doors to downtown businesses. The group would certainly consider supporting a Windsor charity as the program builds. Flags would be placed high enough to allow the sidewalk to maintain clearance.

Matt – Double check with the Town to ensure there are no restrictions on flag placement. Write an endorsement letter and a newsletter article.

4. Newsletter & Constant Contact Status

Matt Column, Main Street, Invite to After Hours, Flag Program, Town Work Session 2/8 5:30PM, Snow Removal, Newsletter Wrap.

Communication – Survey list to connect with business owners. Board members are encouraged to stay aware of new businesses and property owners. Matt - Develop a sign in sheet for DDA emails for February 9th.

5. Marketing Workplan

i. Sample Outline

Kristie to review Laramie Outline to include items we currently do to reach out.

Concept will be to structure a Quarterly media schedule. Content from newsletters should be pushed to the website. Establishing standard operating practices for web updates to automatically be cycled.

ii. Structuring Windsor's Outreach

iii. Marketing Contract Review – Next Steps

Discussion would be positive to expand the services provided under the Marketing Contract and anticipate a larger contract. Next Marketing further refinement.

Adjourned: 8:44AM
