



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

June 15, 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. Executive Session – L. Liley
Executive session for the following purposes, in accordance with C.R.S. 24-6-402(4)(b) and (e):
 - a. Receiving legal advice on specific legal questions; and
 - b. Determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators.
- F. **KEY INITIATIVES:**
 - 1. Mill Project Coordination Update – M. Ashby
 - 2. Library Feasibility Update – M. Ashby
 - i. Final Library Feasibility Study
 - ii. Downtown Futures Summit
 - 1. Proposals Received
 - 2. Logistics, Budget Considerations Etc.
 - 3. Backlot Boardwalk Update – M. Ashby
 - i. Summary Draft – In Progress
 - 4. Growth & Sustainability – M. Ashby
- G. Approval of Minutes from the May 18, 2016 Board of Directors Meeting – M. Ashby
- H. Report of Bills, Financial Report – P. Garcia, M. Ashby
- I. Executive Director's Report – M. Ashby
 - 1. Contract Amendment Update
- J. **COMMITTEE REPORTS:**
 - 1. Marketing Committee 5/25/16 Meeting Summary
 - Sponsor Policy
 - Rack Card
 - 2. Beautification Committee – No Update
 - 3. Parking Committee - No Update
- K. **COMMUNICATIONS:**
 - 1. Downtown Colorado Inc. Conference, Sept. 20-23, Pueblo.
<http://www.downtowncoloradoinc.org/?page=2016Conf>
 - 2. Lighting and Bench Request
- L. The News on the Street is . . .
- M. Adjourn

Note: Underlined items include attachments.



DOWNTOWN FUTURES SUMMIT – LINKING VISION TO ACTION

Perspective: Windsor, Colorado’s downtown has been the subject of significant investigation and research over the past 5-10 years, centering on the identification of strategies to advance individual catalyst projects. These projects include restoration of the Mill, development of the lakefront “backlot” property owned by the DDA, and the recent Library Feasibility Study. A number of other studies have addressed parking, the overall vision for the DDA, and historic inventories.

Most recently, the DDA has completed a Strategic Plan highlighting several of the key initiatives that need to move forward to launch a new era of investment in Downtown Windsor. These initiatives include three signature development projects: The Mill, The Backlot, and The Library. Yet as discussions progress with partners including the Town of Windsor and the Clearview Library District, the barrier to action is the swirling mass of opportunity.

How do we make the correct steps so that each project can develop in a coordinated and catalytic manner?

That’s where the ***Downtown Futures Summit*** comes in. A solid foundation for the future of Downtown Windsor is in place. Yet community leaders needs to determine the next step to take in promoting the emergence of developments out of the ground and into vertical construction. We have a solid foundation, but need to take a holistic view of the studies that have been produced to create the connection between the vision and the development that is the tangible action resulting from those studies.

Transitioning from Planning to Development: The Town of Windsor, the Downtown Development Authority, and the Clearview Library District are partnering to create a gathering of perspectives to help us in transitioning from *Planning* to *Development*. We will be hosting a multi-day design summit take the concepts that have been developed over the past few years and mash them together to assess how visionary components from the Mill, the Backlot, and Library studies might work together in a coordinated manner. Here’s who we see playing a role in this discussion:

- **Summit Facilitator:** (Consulting Firm) This group will provide a team of designers able to distill information from a variety of participants and illustrate the build-out of these key projects in Downtown Windsor. The Summit Facilitator will be supported by Town Staff and DDA Staff who will handle event logistics for this 2-3 day event.
- **Downtown Stakeholders:** This broad group encompasses anybody who is interested in Downtown Windsor, including property owners, business owners, employees, patrons, and passersby. They will provide a reality check for the process, and will guide the eventual recommendations for key project design limits and opportunities.
- **Board Members:** This group includes the Board Members who will be coordinating the mission and vision of key community groups, including the Windsor Town Board, the DDA Board, and the Clearview Library District Board.
- **Development Professionals:** A broad net will be cast to find developers and investors who may be interested working with Windsor to move the discussion beyond the plan set and into construction. We’re looking for key insights to help establish how a public-private partnership can work, while avoiding the pitfalls these seasoned professionals have encountered on other projects. Developers with experience completing transformational projects on a smaller,



neighborhood scale will be encouraged to participate as we see development potential evolving over several years. Developer engagement will take place during individual time slots to encourage frank conversations.

The Deliverable: At the end of the day, the **Downtown Futures Summit** is about action. The goal is to determine next steps in coordinating development action in Downtown Windsor. The Summit Facilitator will provide a series of scenarios that explores alternative, interwoven futures for Downtown based upon the concepts initiated within the various studies. Providing coordinated analysis, the result will provide information on how to move forward. The end goal is to provide sufficient information to enable the Town of Windsor and DDA to issue a Request for Proposals to initiate a public-private partnership (P3) that will result in the coordinated development of Downtown Windsor.

Key Questions to Address:

- Does the presence of the Library downtown impact development opportunities in a critical way? Explore scenarios with both the Library downtown as well as outside the DDA district.
- How do we handle parking and transportation solutions for different scenarios? Can parking be handled in a coordinated manner to address the needs of all downtown users?
- Town/DDA assistance – what elements can be committed to help in facilitating projects? Fee waivers, streamlined approvals, code adjustments, business support, etc. How can the local team provide a “concierge” experience to advance development once the community’s parameters have been agreed upon?

TO SUMMIT FACILITATOR PROPOSER:

We’ve already vetted your company and would like to invite you to provide a letter of response, 3-5 Pages in a Statement of Interest describing your approach to the project described and your cost estimate and staff who can provide the deliverables needed to successfully execute the workshop.

Anticipated tasks/deliverables include:

- 1) Kickoff Meeting with local advisory team.
- 2) Review of relevant project materials (to be forwarded shortly.)
- 3) Execution of Workshop
- 4) Delivery of Workshop Graphics, Executive Summary and Recommendations Report.

We are anticipating the workshop would take place between July 6th and July 15th.

Please feel free to contact Matt Ashby, Executive Director Windsor DDA with additional questions at 970.797.3595 or director@windsordda.com

Digital proposals are requested by June 14th.



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BOARD OF DIRECTORS MEETING

May 18, 2016 – 7:30 a.m.

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

Agenda

Attendees: Bob Winter, Kristie Melendez, Craig Peterson, Dan Stauss, Sean Pike. **Excused:** Dean Koehler. **Staff:** Patti Garcia, Matt Ashby. **Absent:** Cristin Peratt.

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

Moved: Approve. Melendez, Peterson.

E. Approval of Minutes from the April 20, 2016 Board of Directors Meeting – M. Ashby

Motion: Approve, Peterson, Stauss.

F. Report of Bills, Financial Report – P. Garcia, M. Ashby

Discussion: Bills this month include attorney, Ayres, and postage. We are going to start sending the Library bills to DOLA for reimbursement. The Town has paid their 1/3, DDA and Library 2/3 have been paid together and the Library will be billed. \$46,000 total less \$25,000 matching grant (divided by 1/3s to Town, Library, DDA = \$7,000 total per partner.)

Motion: Approve, Peterson, Stauss.

G. Executive Director's Report – M. Ashby

Motion: Approve,

Discussion: Clean up day. Some things to improve next year would include communication. Some of the cleanup elements occurred later in the week. Discussion included the possibility of twice per year. The power-washing kicked up dirt that impacted the windows. The window washing effort slipped as well and may need follow up. Involving the school in some way would be positive.

Back Lot resurfacing received positive comments at how conscientious the Town Staff were. (Terry Walker, Eric Lucas).

Ongoing maintenance of Through-Lot. Review parking lot as well for trash pickup and at the east. Previously had been talking about partnering with neighboring owner. Insurance would cover DDA members volunteering. Look to schedule maintenance associated with big events. Develop a scope of services and frequency to review. (4 key events during the summer.) 4th to 5th to the tracks plus through lot. (Bob to meet to show area for maintenance.)

Broker Day – Kristie to look for materials used last year. 8AM – 9AM. Matt – Review Strategic Plan images to enable enlargement.

Contract – Matt reviewed contract options. Additional discussion included the possibility of contracting with a local attorney as well. Possibility of continuing with Liley for specific DDA questions. Matt to set up discussions with local attorney to establish terms and conditions.

Note: Underlined items include attachments.



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Looking to move forward with adjustments to the contract to help in assisting with the workload. Support for Recommendations #2 and #3. **Motion: Direct staff follow recommendations #2 and #3 and return with a contract revision at the next meeting. Peterson, Stauss. Approved.**

H. Strategic Plan – M. Ashby

Request action to approve, approve with amendments, or deny plan.

Motion: Approve, Melendez, Peterson. Matt to provide printed copies of the plan to Board members. KM note that agenda items or action items are related to the strategic plan.

I. KEY INITIATIVES:

1. Mill Project Coordination Update – M. Ashby
 - i. Coloradoan Article
2. Library Feasibility Update – M. Ashby
 - i. Delayed Final Report, Now June 1
 - ii. Recommendation: Downtown Futures Summit
Board supportive of proceeding with the Summit. Possibility of scheduling the DDA Appreciation BBQ in conjunction with the Summit. Motion: Supporting the concept of partnering to initiate a Downtown Futures Summit. Stauss, Peterson. Approved.
3. Backlot Boardwalk Update – M. Ashby
 - i. Request for Plat Narrative to Attorneys
4. Growth & Sustainability – M. Ashby

J. COMMITTEE REPORTS:

1. Marketing Committee 4/27/16 Meeting Summary
Board indicated support to get 500 brochures printed to distribute. Event card has been drafted. Will be forwarded to Marketing Committee for review.
 - Sponsor Policy
KM reviewed the Draft Sponsor Policy, modeled off the Town Board's policy. Review of the Application Form and the Guidelines. Matt – To provide both packet information prior to the Marketing Committee. To act formally in June Meeting. CP Identified that the applications should align.
Agenda – Finalize the rack card, discuss the sponsor policy, upcoming June WindsorNow, June Newsletter ideas.
2. Beautification Committee – No Update
3. Parking Committee - No Update

K. COMMUNICATIONS:

1. Downtown Colorado Inc. Conference, Sept. 20-23, Pueblo.
<http://www.downtowncoloradoinc.org/?page=2016Conf>
2. Spring Cleanup Day

L. The News on the Street is . . .

- Concern about running concerts on Thursdays head to head with Ft. Collins events.

M. Adjourn - **Moved: Peterson, Stauss.** 8:58AM.

Note: Underlined items include attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: June 15, 2016
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: June Report

Action Summary:

May to June highlights include:

- Attended the final summary review for the Library Feasibility Study. Reviewed draft.
- Completed and sent out Downtown Futures Summit RFP to four firms. Received interest from three, who each scheduled phone discussions to better understand the scope of work.
- Final Strategic Plan Summary info has been printed in brochures. Will mail out to area business and property owners in late June/early July.
- Meetings this month included, Board Meeting (5/18), Windsor Agencies Update (5/18), Futures Summit Next Steps (5/18), Meeting w/ Mill Development Group (6/1), Final Library Feasibility Committee (6/1), Marketing Discussion w/ N2 Publishing (6/1), Mill Development Group (6/6).
- Met with private development firm (5/18) to discuss opportunities for investment in Downtown Windsor.
- Began drafting Colorado Main Street Application and Resolution of Support from the Town.

Total Fees to Date: \$27,584.45 of \$45,798.00 = 60%

Total Months Billed = Dec, Jan, Feb, March, April, May = 6/12 = 50%

Total Percentage Ahead of Contract = 10%

Anticipated Workload June-July:

- Completing application materials for CO Main Street Candidate Status.
- Schedule and Execute Downtown Futures Summit
- Continued follow up on Mill Project
- Development of "Welcome Packet"

Contract Adjustments:

A draft contract adjustment is currently being reviewed by Josh Liley and will be presented in July for consideration.

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



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**MARKETING COMMITTEE MEETING
Wednesday, May 25, 2016, 7:30AM
301 Walnut Street, First Floor Conference Room
Windsor, CO 80550**

Meeting Summary

1. Windsor Now! Ad – Progress Report – info provided to Cristen for June issue
2. June Newsletter Topics, Please include:
 - a. Seeking businesses to be profiled in our monthly Business Spotlight
 - b. Please share photos of your business/the downtown for use on our website, newspaper ad and monthly newsletter
 - c. Clean up thanks and seeking input from downtown businesses – should this be an annual effort?

On the website under Development under - Available Properties – is there a link on Stacy's site that makes sense to link to this rather than Check back soon? Or take off.

Also Under Resources -make those all live links to those departments.

3. DDA Schedule of 2016 Events/Sponsorships/Rack Cards – Still waiting on info for Heritage Fest and Breast Friends -will send to design without these for now. They will not be ready for the all town BBQ, but the brochures are in and Kristie will have some available at Town Hall in Patti's office to pick up on June 1 for that night. A mailing will be done with them the first week of June also to DDA members.
4. Sponsorship Policy Review
 - i. Recommendation to Board – approved as presented
5. Communications
 - i. Downtown Colorado Inc. Conference, Sept. 20-23, Pueblo.
Bob & Janet Winter and Dan and Theresa Stauss want to attend.

We also discussed items for our table at the Broker event – Brochures, mugs, red bags, most recent qtrly financial report from the town and our banners of the back lot properties -choices 1-3. Cristen is going to create a poster for our 3-panel table top display that will serve as the backdrop and Matt should have cards there as well.

We will await to act on the DDA Appreciation BBQ so it coincides with the Summit.



DDA SPONSORSHIP

INFORMATION AND APPLICATION



Sponsorship Application Requirements

Please read the requirements carefully to ensure that your application is in compliance and complete – the event you are requesting for must take place within the DDA boundary corridor. Be specific and concise in your answers.

PURPOSE

The purpose of the DDA Sponsorship is to fiscally support projects, services, and activities through the funding of non-profit organizations and charitable causes in order to enhance the DDA's mission and Strategic Plan and contribute to the DDA mission and Strategic Plan.

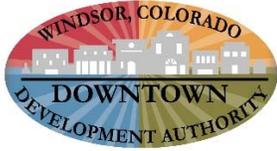
GUIDELINES

1. The DDA supports organizations that enhance the DDA mission and Strategic Plan. This includes groups that provide programs or services in areas such as arts and culture, health and human services, education, and amateur sports.
2. Applicants should be tax exempt under the provisions of section 501(c)(3) of the Internal Revenue Code. Other nonprofit entities demonstrating a need will be considered on a case-by-case basis.
3. The DDA will only fund projects and programs that have measurable results (evidence of productivity, change in numbers, etc.).
4. The services and programs are need-based, nondiscriminatory, and provided to the citizens of Windsor.
5. The services and programs are provided through a means that are more cost effective than the DDA could provide.
6. Operational funding requests will not be considered and will not provide sustaining funds (multiple year commitments) to organizations.
7. Organizations receiving funding in the past must have current progress and/or final reports on file with the DDA in order to be eligible for the following year and must have shown some tangible impact on the DDA mission.
8. If an organization receives duplicate funding for a request, the DDA funds must be returned. For example, if a project/program budget is \$5,000 and the DDA and another organization both award \$5,000 to the same project/program, the DDA funds must be returned.
9. The use of funds must support the DDA mission and Strategic Plan.
10. Recipients must attach receipts to the Final Report which identify how all the funds distributed by the DDA were spent.

Please read the guidelines carefully to ensure you are complying with the submission requirements.



- I. Along with the Sponsorship Application Form, submit a cover letter that includes the following and provides a brief overview of your organization which outlines your request and clearly states your goals and objectives and how this sponsorship contributes to the DDA mission and Strategic Plan. This information should also include a justification of the request explaining the financial need.
- II. Organizational Summary
- III. Organizational Information – 2 pages maximum
 - a. Describe the mission of the organization and briefly outline the organization's goals.
 - b. Briefly describe the history of the organization. Include the year it was established.
 - c. Describe current programs or activities, accomplishments, financial status, and governance structure.
 - d. Describe the steps your organization has made to becoming self-supporting.
 - e. Describe how your organization is collaborating with other organizations.
 - f. Include an estimate of volunteer hours in the previous year from all volunteers, including board members.
- IV. Purpose of Grant – 2 pages maximum
 - a. Describe the project/program to be funded, including a needs statement.
 - b. Describe the goals and objectives of the sponsorship.
 - c. Describe the timetable for implementing this project/program.
 - d. How does this project/program benefit the DDA? How many people will be impacted?
 - e. Include a list of all entities asked to give financial support to the proposed project, including the responses to date and dollar amounts committed.
 - f. What are the long-term sources/strategies for funding beyond the grant funds received?
 - g. Why should the DDA provide funding to your organization? How does the requested funding support the DDA mission and Strategic Plan?
 - h. Are you funded by other sources? If so, what are the sources?
- V. Evaluation – 1 page maximum
 - a. What are the expected results during your funding period?
 - b. How will you define and measure results?
 - c. How will the project's results be used and/or disseminated?
 - d. List dates that the DDA can expect to receive a preliminary or final report.
- VI. Attachments
 - a. Organizations annual budget for current fiscal year.
 - b. Most recent year-to-date financial statements.
 - c. Current year balance sheet.
 - d. Copy of 501(c)(3) documentation if a non-profit or Articles of Incorporation.
 - e. Organizational chart – including executive director, staff, and volunteers.
 - f. List of board of directors, occupations, and board member donations.



Sponsorship Application

ORGANIZATION NAME: _____

MAILING ADDRESS: _____

PHYSICAL ADDRESS: _____

ORGANIZATION DIRECTOR/PRESIDENT: _____

SPONSORSHIP CONTACT: _____

DAYTIME PHONE: _____ **CELL PHONE:** _____

FAX: _____ **EMAIL:** _____

WEBSITE ADDRESS: _____

FEDERAL IDENTIFICATION NUMBER: _____

**IS THE ORGANIZATION TAX EXEMPT UNDER THE PROVISIONS OF SECTION 501(c)(3)
OF THE INTERNAL REVENUE CODE?** _____

PURPOSE OF GRANT:

- Agency Support as a whole
- Marketing Support
- Special Program or Projects
- Capital Expenditure
- Seed, start-up or development costs
- Technical assistance

TYPE OF AGENCY:

- Arts & Culture
- Health & Human Services
- Education
- Environment
- Sports/Recreation
- Other: _____

AMOUNT OF REQUEST: \$ _____ **FISCAL YEAR END:** _____

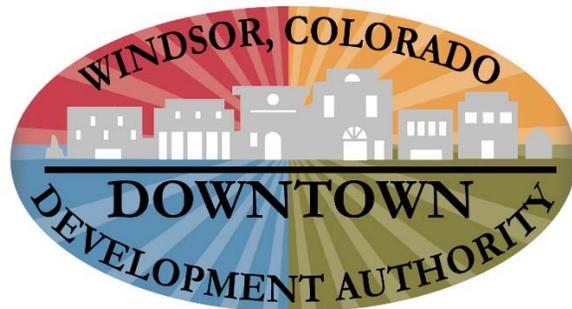
BRIEF DESCRIPTION OF REQUEST:

2015 Actual Revenues: \$ _____
2016 Budgeted Revenues: \$ _____

2015 Actual Expenses: \$ _____
2016 Budgeted Expenses: \$ _____

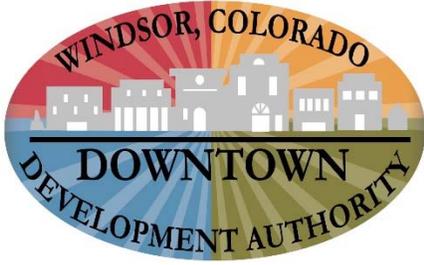
Signature, Director/President

Date



DDA SPONSORSHIP PROGRAM

FINAL REPORT



Sponsorship Final Report

ORGANIZATION NAME: _____

MAILING ADDRESS: _____

PHYSICAL ADDRESS: _____

ORGANIZATION DIRECTOR/PRESIDENT: _____

SPONSORSHIP CONTACT: _____

DAYTIME PHONE: _____ **CELL PHONE:** _____

FAX: _____ **EMAIL:** _____

WEBSITE ADDRESS: _____

FEDERAL IDENTIFICATION NUMBER: _____

AMOUNT REQUESTED: \$ _____ **AMOUNT GRANTED: \$** _____

FISCAL YEAR END: _____

DATES COVERED BY THIS GRANT: From _____ To _____

BRIEF DESCRIPTION OF REQUEST:

I hereby certify that the above and attached statements are true and accurate.

Signature, Director/President

Date

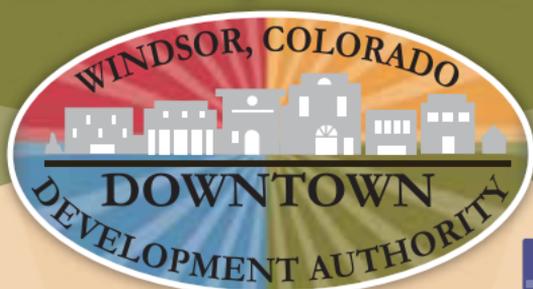
DDA Sponsorship Instructions

If you received a sponsorship, please use this form. Reference your written sponsorship when answering these questions. It may be easier to cut and paste in previously written goals and objectives from the application submitted and then expand on results, outcomes, and other findings. Make sure to include the sponsorship cover sheet in your report.

- I. Narrative – maximum of four (4) pages, exclusive of attachments
 - A. Results/Outcomes
 1. Describe the progress made toward the stated goals and objectives related to this specific grant. Include the goals and objectives stated from your sponsorship application in the response.
 2. What difference did this sponsorship make in the community and for those affected? Discuss the evidence of effect (i.e. numbers served, demographic information, survey results, etc.)
 3. Were there any unanticipated results, either positive or negative? If yes, please describe the implications.
 4. Describe collaborations, if any, related to the work funded by this sponsorship and how it impacted your efforts.
 5. Did any external or environmental factors affect the achievement of your project/program or organizational goals? If yes, how did you address those issues?
 6. If you will be continuing with the project or program, what are the plans for sustaining or expanding along with a future funding plan? If the project/program is being discontinued, what factors led to that decision?
- II. Financials
 - A. Include your organizational budget or program budget (revenue and expenses).
 1. Itemize expenditures covered by sponsorship and amount actually spent.
 2. If there were any major variances in the original budget submitted, please explain.
 - B. If you are not a 501(c)(3), include copies of all receipts for expenses.

2016 Downtown Windsor Events*

*Make a day of it, visit
Windsor downtown businesses
and keep it local!*



www.windsordda.com

All events take place in Boardwalk Park (100 N. 5th St.) unless otherwise noted.

2016 Summer Concert Series

Thursdays Nights, June 2 – August 4, 6:30-8:30 p.m.

www.windsorgov.com/concerts

FREE! Movies in the Park

Friday Nights, June 10 – September 4,

starting at 8:30 p.m. in varying park locations

www.windsorgov.com

July 4 Fireworks & 4-Legged Run/Walk

Race around the lake at 8 a.m.

Concert 7-9:30 p.m. followed by fireworks

970-674-2443

Taste of Windsor

July 14 at 4:30 p.m., 970-674-3500

Harvest Festival

September 3-5, 95 Years of Windsor's Largest Event!

Events occur Main Park and elsewhere,

refer to website for place, day and times

970-674-2899, www.windsorharvestfest.com

Footsteps to Hope 5K

September 17 at 9 a.m.

Windsor Chamber Halloween Trick or Treating downtown

October 29, downtown Windsor, from 1-3 p.m.

information@windsorchamber.net

Windsor Wonderland

December 3, 12-5 p.m. 5th and Main Street

information@windsorchamber.net

**Be sure to visit www.windsordda.com for event
details and for other upcoming events.**

*Dates and times may be subject to change.

Sip, Savor & Shop Downtown!

Sip

American Legion - 624 Ash Street

Corner Liquor - 117 6th Street

Forgotten Roots: An American Heritage Winery

624 Main Street

Ricky B's Sports Pub and Music Venue - 522 Main Street

Savor

Chimney Park Bistro - 406 Main Street

Hearth Restaurant and Pub - 205 4th Street

Nana Bea's - 430 Main Street

Okole Maluna Restaurant - 431 Main Street

The Border - 404 Main Street

Theo's Pizza - 522 Main Street

Shop

AEI Studio & Gifts - 503 Main Street

Coast to Coast Styles - 605 Main Street

Dolls and Bears For You - 205 4th Street

Four and Twenty Blackbirds - 505 Main Street

Main Street Music Academy - 609 Main Street

Manweiler Appliance - 414 Main Street, B/C

Manweiler Hardware - 418 & 420 Main Street

Memory Lane Antiques - 426 & 428 Main Street

My Favorite Things - 414 Main Street, A

Old Town Smoke Shop - 510½ Main Street

Poudre Pet and Feed Supply - 516 Main Street

Simply Home - 616 Main Street

Summit Spa - 220 Main Street

The Blushing Bride - 529 Main Street

The Li'l Flower Shop - 417 Main Street

Windsor Eye Care & Vision Center - 515 Main Street

To see more downtown Windsor businesses,
go to www.windsordda.com and check out
DDA Business Listings under Downtown Windsor.

