



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

JULY 27, 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
Executive session for the following purposes, in accordance with C.R.S. 24-6-402(4)(e):
(e.) 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 Update – M. Ashby
 - i. East Parcel Under Contract
 - ii. Downtown Futures Summit
 - 1. Proposals Received
 - 2. Postponement
 - 3. Backlot Boardwalk Update
 - i. Summary Draft – In Progress (J. Liley)
 - 4. Growth & Sustainability – M. Ashby
- G. Approval of Minutes from the June 15, 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
 - 2. Website Maintenance Contract/Invoice
- J. **COMMITTEE REPORTS:**
 - 1. Marketing Committee (No June Meeting)
 - Sponsor Policy – (In Progress – J. Liley)
 - Rack Card
 - 2. Beautification Committee
 - Spokes Façade Easement
 - 3. Parking Committee - No Update
- K. **COMMUNICATIONS:**
 - 1. Name Tags
 - 2. Bench Request
- L. The News on the Street is . . .
- M. Adjourn

Note: Underlined items include attachments.



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BOARD OF DIRECTORS MEETING MINUTES

June 15, 2016 – 7:30 a.m.

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

Attendance: Dan Stauss, Craig Petersen, Bob Winter, Kristie Melendez, Excused: Sean Pike, Cristin Peratt, Dean Koehler.

Staff: Matt Ashby, Lucia Liley, Josh Liley.

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: Kristie, Dan.

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.

Moved to Enter Executive Session: Petersen, Melendez. Unanimous Approval.

Moved to Conclude Executive Session: Petersen, Stauss. Unanimous Approval.

F. **KEY INITIATIVES:**

1. Mill Project Coordination Update – M. Ashby

2. Library Feasibility Update – M. Ashby

i. Final Library Feasibility Study

Discussion: *Feasibility study prioritizes Greenspire Site. Costs are anticipated to be equivalent at both sites, even with inclusion of structured parking at the Downtown site. Library Board to meet on 6/15/16. The Downtown Futures Summit should be helpful in identifying related issues.*

Action: Matt to update board on Library decision.

ii. Downtown Futures Summit

1. Proposals Received

2. Logistics, Budget Considerations Etc.

Discussion: *Don't schedule the week of the 4th. If the Library moves forward on the Greenspire Site, would that change things? Also, how does the current activity with the Mill impact the schedule. General sentiment is to approve up to \$5,000 toward the effort. Still want to tie in the Appreciation BBQ to the event.*

Action: Matt to connect with the Town and see if there are any changes that could impact timing decisions.

3. Backlot Boardwalk Update – M. Ashby

i. Summary Draft – In Progress

Discussion: *Should the "through lot" that the DDA owns be contemplated for sale, the Town deeded the property to the DDA and should be consulted prior to divesting.*

Note: Underlined items include attachments.



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Additional review will be provided by Ian and Josh to clarify the explanation of the issue. Once we can effectively communicate what the issue is, then we can identify the possible solutions. Also looking to provide clarity to the property lines which is the overall benefit – the property is now yours to sell. Note that the overall plan is to provide two fronts to the buildings to enable funding improvements to both facades.

Action: Matt to coordinate with Josh and Ian to firm up description.

4. Growth & Sustainability – M. Ashby

Discussion: *B. Winter noted that possible discussions during the Broker Day and will follow up.*

Action: B. Winter to follow up.

G. Approval of Minutes from the May 18, 2016 Board of Directors Meeting – M. Ashby

Motion: KM, CP with change to title from “Agenda” to “Minutes”

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

Motion: CP, DS. Motion Approved.

Action: Matt to check in with Patti to ensure that financial reports are available.

I. Executive Director’s Report – M. Ashby

1. Contract Amendment Update

Action: Matt to work with Josh to provide next month.

J. COMMITTEE REPORTS:

1. Marketing Committee 5/25/16 Meeting Summary

- Sponsor Policy

Discussion: *Josh identified that he would like to see more specificity to the policy including identifying that events need to be at least partially in the DDA, as well as clarifying connection to the DDA mission (and how specifically they can achieve those goals.)*

Action: Josh to provide mark-up. Could possibly be pushed to August if the agenda is looking full.

- Rack Card

Discussion: *Mailing Tri-Fold to existing mailing list.*

Action: Matt to secure mailing list from Patti. Provide to Kristie to coordinate labelling.

Discussion: *Cancellation of Marketing Meeting next week.*

Action: Matt to notify board.

2. Beautification Committee – No Update

3. Parking Committee - No Update

Discussion: *KM heard some discussion about parking on the south side of Main and whether those lots could be striped and used. BW identified that several owners might be in favor, plus some crack fill from the Town, and signage that would enable parking for special events.*

Action: B. Winter to develop a summary of an approach.

K. COMMUNICATIONS:

1. Downtown Colorado Inc. Conference, Sept. 20-23, Pueblo.

<http://www.downtowncoloradoinc.org/?page=2016Conf>

Action: Matt to check with Patti on logistics for reservations.

2. Lighting and Bench Request

Note: Underlined items include attachments.



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Discussion: *B. Winter provided a letter identifying that we will not be providing a light in the parking lot.*

Action: Board members to take a look and see if the area is deficient.

Action: Matt to arrange a meeting with Bob and the Landscape Maintenance person to discuss maintenance.

L. The News on the Street is . . .

M. Adjourn

Move to Adjourn: CP, KM.

Note: Underlined items include attachments.

Bank Reconciliation

Board Audit

User: cturner
 Printed: 07/13/2016 - 10:11AM
 Date Range: 06/01/2016 - 06/30/2016
 Systems: '(All)'



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

Check No.	Vendor/Employee	Transaction Description	Date	Amount
Fund: 19 DOWNTOWN DEVELOPMENT AUTHORI				
Department: 486 DOWNTOWN DEVELOPMENT AU				
77119	CARD SERVICES	DDA PARKS CLEAN UP	06/17/2016	114.96
77137	MICHELLE GARRETT	11 X 17 DDA BROCHURES	06/17/2016	715.25
77173	MAIL N COPY	PRINTING DDA BROCHURES	06/24/2016	39.50
77177	PITNEY BOWES RESERVE ACCOUNT	POSTAGE	06/24/2016	50.00
77216	LILEY LAW OFFICES, LLC	MAY 2016 DDA LEGAL SERVICES	06/24/2016	566.00
Total for Department: 486 DOWNTOWN DEVELOP				1,485.71
Total for Fund:19 DOWNTOWN DEVELOPMENT A				1,485.71
Grand Total				1,485.71



Volume 4, Issue 6 June 2016

Windsor Downtown
Development
Authority

Windsor DDA Revenue

Windsor DDA Revenue Summary June 30, 2016	Collections	Budget	% of Budget
Property Tax Mill Levy	\$12,852	\$15,959	80.53%
Auto Registration Tax	\$383	\$850	45.06%
Incremental Property Tax	\$9,050	\$13,080	69.19%
Interest	\$1	\$5	20.00%
Town of Windsor Funding	\$135,000	\$270,000	50.00%
Total	\$157,286	\$299,894	52.45%

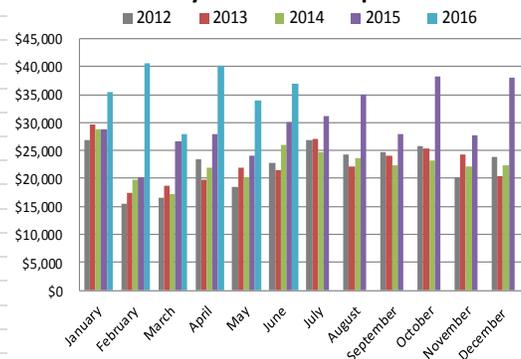
Special points of interest:

- June 2016 sales tax collections were \$6,870 above June 2015 sales tax collections.
- Revenue is ahead of the pace at the end of June 2016 at 52.45%, as we should see 50% of the revenue through the 6th month of the year.
- 2016 expenditures are under the budget benchmark with only 20.16% of the budget expended.

Windsor DDA Expenditures

Windsor DDA Expenditures Summary June 30, 2016	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$121	\$500	24.20%
Public Relations/Advertising	\$1,607	\$25,000	6.43%
Board Development	\$40	\$4,000	1.00%
Dues/Fees/Subscriptions	\$807	\$2,000	40.35%
Small Equipment	\$0	\$2,500	0.00%
Special Equipment	\$0	\$10,000	0.00%
Street Repair/Maintenance	\$0	\$1,500	0.00%
Travel/Mileage	\$0	\$500	0.00%
Liability Insurance	\$0	\$2,500	0.00%
Legal Services	\$3,236	\$10,000	32.36%
Contract Services	\$20,047	\$50,380	39.79%
Publishing/Recording	\$820	\$500	164.00%
Postage	\$124	\$350	35.43%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$22,152	\$30,000	73.84%
Facade Program	\$0	\$100,000	0.00%
Administrative Transfer	\$2,500	\$5,000	50.00%
Operations Total	\$51,454	\$245,230	20.98%
Capital			
Site Improvements	\$0	\$5,000	0.00%
Machinery/Equipment	\$0	\$5,000	0.00%
Capital Total	\$0	\$10,000	0.00%
Grand Total	\$51,454	\$255,230	20.16%

Monthly Sales Tax Comparison



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	Term: April 2017
Dan Stauss, Vice Chairman — Dan@windsordda.com	Term: April 2018
Craig Petersen, Secretary/Treasurer — Craig@windsordda.com	Term: April 2018
Dean Koehler — Dean@windsordda.com	Term: April 2017
Cristin Peratt — Cperatt@windsordda.com	Term: April 2020
Sean Pike — Sean@windsordda.com	Term: April 2020
Kristie Melendez, TOW Board Liaison — Kristie@windsordda.com	Term: April 2020



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: July 27, 2016
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: July Report

Action Summary:

June to July highlights include:

- Final Strategic Plan Summary info has been printed in brochures. KM coordinated mailing with PG to business and property owners in early July. KM also led the charge to print and distribute the Rack Cards.
- Meetings this month included, Board Meeting (6/15), Futures Summit Proposal Review (6/15), Mill Update (6/30), Coordination Call w/ TOW (7/7), Mill Update w/ LL (7/13).
- Coordinated between attorneys, Town, and board to adjust schedules to accommodate meetings including the Mill updates.
- Coordinating discussions with a private development firm to discuss opportunities for investment in Downtown Windsor, provided information and plans.
- Completed and submitted the application for Colorado Main Street July 1. (Tracking down letters of support, coordinating Town resolution of support, packaging supporting documentation, etc.)
- Information was gathered from a local Windsor attorney regarding an option for supplemental legal services.
- The volume of communications this month regarding the DDA was extensive. For example, during the week of July 11-15, 78 emails were received regarding Windsor and 22 were sent out.
- Board name tags have been completed and will be distributed on 7/27.
- Provided a series of Facebook updates to Kailee to upload weekly.

Total Fees to Date: \$32,322.05 of \$45,798.00 = 70%

Total Months Billed = Dec, Jan, Feb, March, April, May, June = 7/12 = 58%

Total Percentage Ahead of Contract = 12%

Anticipated Workload July-August:

- Continued follow up on Mill Project and other development inquiries
- Review of Façade Improvement Program
- Development of "Welcome Packet"

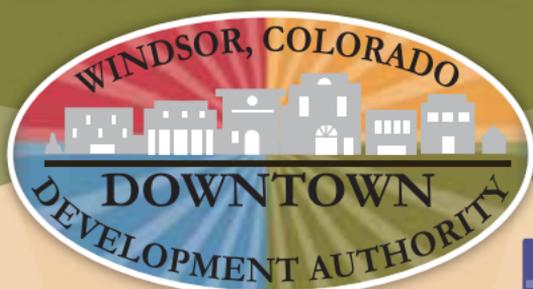
Contract Adjustments:

Updated contract has been reviewed and provided by Josh Liley for your consideration.

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

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.

