



## WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

[www.windsordda.com](http://www.windsordda.com)

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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 27<sup>th</sup>. 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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- 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, 3<sup>rd</sup> Floor, 3:00PM, Monday, February 1<sup>st</sup>. 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.