



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

MINUTES

Attendees: Bob Winter, Craig Petersen, Dean Koehler, Kristie Melendez, Sean Pike, Jason Shaeffer, Dan Stauss.

Staff: Patti Garcia, Eric Lucas, Matt Ashby (via phone). **Others:** Josh Liley.

- A. Call to Order
- B. Roll Call
- C. Public Invited to be Heard – ***No Public Comment***
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board – ***Motion: Melendez, Petersen.***
- E. Approval of Minutes from the January 20, 2016 Board of Directors Meeting – M. Ashby
 - ***Motion to approve: Shaffer, Pike.***
- F. Report of Bills, Financial Report – P. Garcia, M. Ashby
 - ***P. Garcia reported nothing out of the ordinary. The liquor permit was included along with the first invoice from Ayres Associates. The financial report was provided. Expenditures were under for 2015. Discussion of Spokes invoices. Motion to approve: Petersen, Melendez.***
- G. Executive Director's Report – M. Ashby
 - M. Ashby summarized the activities that had taken place over the prior weeks, including the Worksession with the Town Board. Reporting on the status of the contract, Ashby noted that his contracted hours are approximately 8% ahead of where we should be at this time if the hours were allocated equally over the course of 12 months. This is due in large part to extensive work on the Strategic Plan and participation in the Library Feasibility process.***
- H. Intergovernmental Agreement Update – M. Ashby, J. Liley
 - 1. Current IGA
 - Josh Liley provided an update. The current IGA expires this year. The current framework has been reviewed. Timing depends upon how much adjustment needs to take place. Liley was not aware of any changes desired by Town Staff. Election provisions should be removed. Generally, we should look to send back a similar IGA as we currently have. If we'd like to shoot for April, we'll need a March approval. Otherwise we can make a few changes to send off with a roughly final version to approve in March. BW – Based on the discussions with the Town Board, the current IGA is in good shape. KM – Most Town Board (TB) members feel the current is reasonable and would like to see how the next five years can include key elements from the Strategic Plan. JL – The TB has oversight on the budget and can guide your activities annually. Leave the 1.4 incentive program as is changing language to "continue". Election 2.1 would be eliminated and this would not impact the annexation of additional properties. If there are other incentive programs needed.***

Note: Underlined items include attachments.



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Make changes and then provide to Bob Winter, Craig Petersen, and Ashby to review. Updated Draft will be sent to the Board for comment. Final version would be ratified at the March meeting.

Discussion of elements to change; Election information can be removed, land use regulations. Changes to parking and other adjustments have been made. Possibly consider more flexibility on how Unexpended Town Funds may be used. KM – When this provision was originally included, the TB didn't want to see the carry over spent on the general budget, but focused on larger projects. BW – Let's leave it the way it is. CP – I think the fewer changes the better. Staff support should remain the same.

- I. Strategic Plan Update – M. Ashby - ***KM – suggest before we assign the projects to Board Members, we should wait until after April. Follow up with individual strategies, assign.***
- J. Mill Project Coordination With Town of Windsor – M. Ashby – ***KM – Under the impression from the 4th Quarter directing with legal options regarding the Mill. Was under the impression that there was indication from a meeting with the property owner to look at options. PG – There were some options put together, but they need to be refined. KM – Would like to see an update prior to knowing how to direct Matt. JL – The DDA legal opinion would defer to the Town. MA – Discussions with Kelly Arnold indicated that we would provide analysis of the alternatives. JL – Options in the DDA's powers would be to work with a private developer or purchase of the site.***
- K. Library Feasibility Update – M. Ashby
 - 1. Feasibility Committee, Site Visit, Evaluation Criteria – ***MA – Provided update on the feasibility committee and the evaluation criteria. KM – The committee reviewed the criteria and is waiting for information. The DDA did send out a notice on the upcoming Library meeting. Vision and programming from the community will be the focus of the meeting.***
- L. Main Street Program Update – M. Ashby – ***Will provide future update to help board determine moving forward to the next level. BW – Supportive of moving forward.***
- M. Farmer's Market Update – Eric Lucas (TOW Parks, Recreation & Culture Director)

Eric Lucas started with the Town in early October and started looking at the Farmer's Market. Staff looked back at the prior market. No agreement was reached with CSU in 2015. Feasibility of bringing back the market has been looked at including 4 options: No Market, Joint Management of Market, Outside Entity Run, Contract Manager (Recommended Option). Proposed approach would be to send out an RFQ to hire someone who has experience in running a market. Contract structure would be to support via booth spaces. Recommendation would be to research options this year, bring someone on board in Summer of 2016 with "special event" weekends during 2016. We would have the opportunity to evaluate their performance and work out any issues. Full market would initiate in 2017.

JS – I have personal relationships with many of the vendors and the Saturday market is tough in competing with other markets. Tying in with the summer concert series on Thursdays would be good. Jessup Farms in FC is doing really well on Thursdays combined with music. EL – This is consistent with the information our staff found as well. JS – Prior market was on Thursday as well. Tying music into the event is positive. BW – We discussed the Thursday evening. KM – It would be good to test out the event combined with the Taste of Windsor. EL – We're a little behind the curve to provide a solid market in 2016. KM – It's an option for the Board to provide funding to support a seasonal contract would be positive. EL – Looking to include in the budget would be positive. CP –

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If we ran a market, it was an enhancement to the retailers. EL – We contemplated hours starting at 3:00 to get people downtown early to give time to patronize the retailers as well. BW – Matt to coordinate the select 'event' times for test markets. KM – I have a farmer who might be interested in receiving an RFQ. Matt – Present RFQ and Special Event Schedule.

N. Alley Update – M. Ashby

- Status of Survey/Title Work of DDA property (Status from Josh 2/17/16)

JL – We met to discuss the surveying issues. The DDA will need to decide what to do with their lot and how to resolve the unaccounted for property. The Town is supportive on condemning the property to resolve the issue. The concern is to establish the final direction of the outcome so we can explain to property owners the positive nature of the action. In general, most of the properties would gain 5-10 feet. The key will be outreach so that property owners fully understand the purpose of the action. If we were doing this action absent the redevelopment, there isn't really a public purpose. The Town felt this would be better classified as a component of a redevelopment plan. The other public purpose is to clean up the utilities – relocation may need to be further back into the DDA property, which could impact any development of the DDA property. The message from the Town is that they are supportive of the action. BW – How long does the process take? JL – Friendly condemnation can be quick. If it's not a "friendly" process, we would need to negotiate the value and terms which could take time. The explanation of the process to the property owners and outreach is critical to success, along with the benefits of what the property owners would receive. KM – Is any of that property in consideration for the backlot development? I just want to make sure we don't give away access or easements we might need later. JL – No. CP – Would this follow a right of way vacation process? JL – No, this is not a right of way, so it wouldn't follow that process. KM – What I'm hearing to help move forward is to look at hiring a broker to get this moving so we can start getting a development plan identified to look at the project as a whole. Everyone will know what they're dealing with. MA – We simply need to provide a simplified explanation of what is being requested and why. JS – Agrees that complication is tough and that a clear explanation and proposal would be the best approach. CP – Would like to request King Surveying to find the property pins. JL – The issue is with the original Town Plat, not the DDA property line. We have the DDA line defined. Matt – To provide a simple overview of the existing situation and a summary of the goals, including utilities, parking/access, and development considerations.

O. Report from Sub-Committees

1. Marketing Committee 1/27/16 Summary

- Chamber of Commerce Business After Hours – Tuesday, February 9, 2015 – **K. Melendez**
About 125 people attended the event. Some bills will be coming through for paper products, marketing time, and thank you's, plus additional email addresses for the newsletter.

The marketing committee will be working on the newspaper wrap. All of the DDA businesses will be placed in a raffle to focus on the business. They will be working on the initial DDA Advertisement. We will be looking to create a calendar to increase the online communication.

2. Beautification Committee

We will need to make sure that maintenance on the DDA Lot.

3. Parking Committee

P. Communications

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Q. The News on the Street is . . .

***Porter House is under contract with a qualified buyer – they are not looking to continue as a B&B.
Forbidden Roots Winery is looking to have a grand opening soon.***

R. Adjourn 9:26AM.

Note: Underlined items include attachments.