



## TOWN BOARD WORK SESSION

October 26, 2020 - 6:00 PM

Town Board Chambers, 301 Walnut Street, Windsor, CO 80550 Zoom Meeting,  
Click on the link [https://windsorgov.zoom.us/j/96333231491?](https://windsorgov.zoom.us/j/96333231491?pwd=eUpYQUhBSGVHSDVOKythSG1IL1lxUTOR)

pwd=eUpYQUhBSGVHSDVOKythSG1IL1lxUT OR join by telephone at (888) 788-0099 or (877) 853-5247 - Webinar ID:963 3323 1491

***GOAL of this Work Session is to have the Town Board receive information on topics of Town business from the Town Manager, Town Attorney and Town staff in order to exchange ideas and opinions regarding these topics.***

Members of the Public in attendance are asked to be recognized by the Mayor before participating in any discussions of the Town Board

### AGENDA

1. Retail Education Tutorial: An Inside Look at Retail
2. Future Meetings Agenda

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the Thursday prior to the meeting to make arrangements.



## MEMORANDUM

**Date:** October 26, 2020  
**To:** Mayor and Town Board  
**Via:** Shane Hale, Town Manager  
**From:** Stacy Miller, Director of Economic Development  
**Re:** Retail Education Tutorial: An Inside Look at Retail  
**Item #:** 1.

### **Background / Discussion:**

On January 11, 2016, Economic Development Staff along with retail consultant Katy Press met with the Town Board to discuss options for Retail recruitment for the Town. A three-phase approach was recommended. The Town Board approved staff to move forward with phase one of a retail leakage and capacity study from Ricker | Cunningham. The findings were completed and reported in to the Town Board in August 2016.

The Town Board then approved phase two; for Katy Press to interpret the retail and capacity study and provide a summary of the data to the Town Board. The summary is included was completed and given to the Town Board during a work session in October 2016. The Town Board then approved the third phase of the analysis where Ms. Press' objective was to prioritize the opportunity areas towards those areas with the best near-term opportunities. Provide a comprehensive outline of needed actions to best position each opportunity area for future and/or redeveloped retail growth, identify target retailers and interact with the retailing community.

The work that Ms. Press and staff had been attempting to do has suffered from a lack of focus from property owners who may have been enjoying a robust economy. That strong economy has allowed shopping center owners to utilize the "finger in the dyke" approach in terms of stress within their centers.

The impacts from the pandemic shutdown will only serve to accelerate the "structural cracking" within some of these centers, laying bare the weakest aspects. creating quite a different environment than we had just 180 days ago.

On September 21, 2020 Katy Press came back to the Town Board to discuss the major shifts in consumer behavior and the damage caused by the pandemic. These two things have caused significant disruptions in the retail industry confusing shopping patterns and crippling retailers.

The Town Board agreed to move forward with a new approach of "chasing" retail. Phase three of the plan will be carried out by Ms. Press and then in conjunction with economic development staff will use her extensive industry knowledge and direct relationships with retailers in the implementation of the following:

- Review specific development opportunity matches capable of supporting retail.
- Identify retailer matches for potential retailer placement in the City (to include contact information).
- Identify barriers to new retailers entering the Windsor marketplace.
- Stakeholder input (if appropriate).
- Recommendations on public involvement to facilitate retail development, redevelopment, recruitment, and retention.
- Recommendations on opportunities to improve the opportunity area from both a physical and retailer perspective.
- Recommendations on opportunities to improve the development from a physical and retailer perspective (design, tenant types, etc.).
- Identify type of retail development appropriate for the site.
- Identify the development horizon for the site (time to development).
- Reach out directly to retailer matches (by opportunity area) and initiate recruitment.

Before starting this process, it is necessary for us to become educated on the current state of the economy and retailing

as a whole. Ms. Press will be presenting the Town Board and staff with a Retail Educational Tutorial: An Inside Look at Retail.



## MEMORANDUM

**Date:** October 26, 2020  
**To:** Mayor and Town Board  
**Via:** Shane Hale, Town Manager  
**From:** Karen Frawley, Town Clerk  
**Re:** Future Meeting Agenda  
**Item #:** 2.

### ATTACHMENTS:

- Future Meetings Agenda



## FUTURE TOWN BOARD MEETINGS

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November 2, 2020 5:30 p.m.	Town Board Work Session Operational Budget
November 9, 2020 5:30 p.m.	Town Board Work Session with Planning Commission 7 <sup>th</sup> Street Multimodal & Walnut Bikeway Projects Kickoff & Initial Input – Paul Hornbeck
November 9, 2020 7:00 p.m.	Town Board Regular Meeting
November 16, 2020 5:30 p.m.	Town Board Special Meeting DDA Budget presentation—Matt Ashby Wayfinding Signage Discussion—Matt Ashby Impact Fees (Road Impact, Parks, Drainage, Water, etc.) Future Legends BID Executive Session: Performance Reviews
November 23, 2020 5:30 p.m.	Town Board Work Session Trailer Parking Poudre River Trail Corridor Strategic Plan Update
November 23, 2020 7:00 p.m.	Town Board Regular Meeting
December 7, 2020 5:30 p.m.	Town Board Work Session Affordable Housing discussion for Strategic Plan
December 14, 2020 5:30 p.m.	Town Board Work Session Review of past SH 392 Bypass Studies and Alignments
December 14, 2020 7:00 p.m.	Town Board Regular Meeting
December 21, 2020 5:30 p.m.	Town Board Work Session Board-Manager-Attorney Social
January 4, 2021 6:00 p.m.	Town Board Work Session
January 11, 2021 6:00 p.m.	Town Board Work Session
January 11, 2021 7:00 p.m.	Town Board Regular Meeting

January 18, 2021                      Town Board Work Session  
6:00 p.m.

January 25, 2020                      Town Board Work Session  
6:00 p.m.

January 25, 2020                      Town Board Regular Meeting  
7:00 p.m.

**Future Work Session Topics**

- Eastman Park Drive Corridor Plan (January 2021)
- Joint Meeting with Town of Windsor, Town of Severance, Fire District and School District – Tentative for Fall of 2020
- Facility Master Plan Check in (January)
- Telecom Code (December or January)
- Poudre Learning Center Presentation (January)
- Comprehensive Plan Review
- Proportional services and amenities for planned population (February 2021)
- Economic development/retail needs based on population levels
- Code Amendments for Reimbursements