



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

January 18, 2017 – 7:30 a.m.

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

Attendance: Bob Winter, Cristin Peratt, Kristie Melendez, Dan Stauss. Excused: Craig Peterson, Sean Pike, Dean Koehler. Staff: Matt Ashby, Joshua Liley, Lucia Liley.

Approved Minutes

- 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
Motion: KP, second - CP Approved as presented.
- E. Executive session to consider the purchase of real property in accordance with C.R.S. 24-6-402(4)(a):
 - a. Receiving legal advice on specific legal questions.
Motion: Move to enter into Executive Session – 7:34AM. KM Motioned per item E. Second – DS. Unanimous approval.
Motion: Move to close Executive Session – 8:19AM. KM Motioned to close executive session. Second – DS. Unanimous approval.
- F. **KEY INITIATIVES:**
 1. Mill Project Update -- M. Ashby
Discussion: Craig's situation. Board discussed authorizing the Executive Director to delegate responsibilities of the treasurer to the Exec Dir. During treasurer/secretary Petersen's absence.
Motion: KM, Second - DS. Approved Unanimously.
 2. Backlot Boardwalk Update – M. Ashby
 - i. Survey - Completed
 - ii. Stakeholder Updates
 - iii. Developer Inquiries/RFP Process
 - iv. American Legion Facilitation – Draft Report
Discussion: Matt to send out draft Legion report
 3. District Expansion – M. Ashby
 - i. Expansion Process & Benefits – L. Liley (TBD)
Discussion: L. Liley provided an overview of the statutory process. An annexation ordinance to bring property into the DDA would be approved by the Town Board. There are not the same statutory criteria as far as contiguity, but it needs to fall within the mission and should be logical. The Walmart in Ft. Collins is an example of an annexation. Benefits of annexing property would enable the DDA financial tools to be applied to the property. Legislation under consideration may impact the rules regarding expansions of DDAs. Recommendation would be that if you're considering any expansion, completing it prior to the legislation would be positive. KM: So annexing prior would grandfather in the property under the current rules. LL: Correct. It's not clear whether the legislation would gain traction. The concern with Colorado Municipal League is that the Urban Renewal legislation did not end up positive for the URAs. BW: Can the façade improvement program be applied to new construction? LL: Correct. It provides for a win-win situation. PG: Is there a notification requirement? LL: Generally, just public notice and the ordinance approval process. We may want to consider an amendment to the Plan of Development that would go through the

Note: Double Underlined items indicate attachments.



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Planning Commission. KM: I've had discussions with property owners, and would like for staff to approach possible owners with the benefits of annexation. LL: The impact to the property owner would be they are subject to the additional mill levy (currently 5 mills) and there doesn't appear to be a process for exiting the district. The advantages outweigh the disadvantages. It would be good to communicate the possible legislative changes that might complicate annexation in the future. (Matt/Bob: Meet w/ prospective property owners to discuss annexation.) DS: Can the property taxes be shared with other districts? LL: Ft. Collins has never done that, but other communities have addressed the issue, but would likely open up a precedent concern. Regarding the development, it would still need to be compatible with the Downtown and advance the character of the DDA. Concurrent plan approval would be necessary. The purpose behind DDA assistance is to create value. If you help to create value, the districts benefit. The funds could be used for both public improvements and façade improvements.

- ii. Benefits of DDA Sheet (updated)
(Matt – Get photo of Hearth from the same angle as the old image.)

- G. Approval of Minutes from the December 21, 2016 Board of Directors Meeting – M. Ashby
Motion to Approve: KM, Second - CP. Carried unanimously.
- H. Report of Bills, Financial Report – P. Garcia, M. Ashby
Discussion: PG provided an overview of the bills paid. November report is also included. The sales tax collections have noted that the DDA is one of the top four areas in town had the largest percentage gains over 2015. In wrapping up 2016, our September projects were under budget.
Motion: KM – Move to approve the report of bills as presented. Second - DS. Approved Unanimously.
- I. Executive Director's Report – M. Ashby
 1. Key Initiatives 2017 – Matt explained the "On-Call" services based on the Key Initiatives. Board approved the approach as identified in the Ex Dir Report.
 2. Main Street Business Survey RFP – Status – Matt to review with CO MS and revise accordingly. (Note: Dates should be 2017.)
 3. Main Street MOU
Motion: KM- Move to approve. Second - C.Peratt. Approved Unanimously.
 4. Possible DDA Legislation – Update - Discussion: Bob noted that keeping the Board up to date is positive. His involvement in Farm Bureau may be helpful in monitoring as well. KM will be attending the CML conference as well.
 5. CO Main Street Mini-Grant – Summary Findings (Wayfinding Plan) – Matt presented information. This would be a good joint project to pursue with the town. Matt to follow up with COMS.
 6. Matt – Meeting times – Schedule the meetings for 90 minute. Add discussion times to elements of the agenda to help keep us on track.
- J. **COMMITTEE REPORTS:**
 1. Marketing Committee
 - i. Website Work Session – Update from 1/11/17
KM: Provided an update. Looking at options and how extensive the changes might be. Looking for wrapping up at the end of the first quarter. Next Website Work Session February 8th.

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Other changes are for the Newsletter. We're looking at quarterly and producing a schedule as to when those communications go out.

Looking to plan a date for the Business After Hours.

Cristin: Provided an update on the newspaper wraps. There was some concern of moving to a quarterly advertisement. Folks were invited to join the meeting and provide feedback.

Marketing Meeting scheduled for Jan 25th. Staff will call in.

K. COMMUNICATIONS:

1. National Main Street Conference May 1st – 3rd

Matt: Forward out information to the entire board.

2. Bike Share program interest?

Matt: Reach out to Eric Lucas at the Town to follow up.

3. ADA Accessibility

Matt: Follow up. Explain situation to Lucia and see if FIP money could possibly be used for accessibility improvements.

4. Get Well Craig!

Matt: Schedule Strategic Planning Session – 7:30-10:30AM February 1st. Town Hall. **Staff to arrange breakfast.**

The News on the Street is . . .

L. Adjourn

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