



## 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

March 16, 2016 – 7:30 a.m.

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

### APPROVED MINUTES

**Attendees:** Dan Stauss, Kristie Melendez, Craig Petersen, Dean Koehler. **Absent:** Sean Pike, Jason Shaeffer. **Excused:** Bob Winter. **Staff:** Patti Garcia, Terry Walker, Matt Ashby. **Guests:** Ken Bennett

- A. Call to Order
- B. Roll Call
- C. Public Invited to be Heard  
**No discussion.**
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board.  
**Moved as presented: Melendez, Petersen. Approved.**
- E. Approval of Minutes from the February 17, 2016 Board of Directors Meeting – M. Ashby  
**Moved as Presented: Petersen, Koehler. Approved.**
- F. Report of Bills, Financial Report – P. Garcia, M. Ashby  
*P. Garcia noted that the first invoice from Humphries-Poli is included. The DDA is paying 2/3, with an invoice sent to the Library District to repay 1/3 of the DDAs cost. The Town is paying the other 1/3. This is due to the partnership between the three entities. The total contract amount is approximately \$50,000 of which the current invoice is approximately \$10,000.*  
**Moved to approve the bills for the month: Petersen, Koehler. Approved**
- G. Executive Director's Report – M. Ashby  
**Ashby directed to schedule MS update for April 20<sup>th</sup>.**
- H. Parking & Street Sweeping Update – T. Walker, J. Michaels  
*TW provided an overview – previously had "no overnight parking" signs. These were removed this year and had some snow events when there were a few cars parked that were plowed around. There are some changes that will need to be changed in City Code. From Public Works standpoint, we're good either way. The problem for the PD is that there are people who live above businesses and don't have an alternative location to park. If we decide we don't want parking on Main, we need to have a towing company on board. Typically, vehicles are moved by 9:00 and its not an inconvenience. We try to sweep 2x per months. If we have to go around vehicles, it is only somewhat of a problem during the fall with leaves. When the signs were up, we didn't seem to have much of a problem with violators. CP: Is there a snow event for heavy snow? T: There is a 2" snow. Ft. Collins has a snow route signage that advises people in a Snow Event to discourage parking on College. Recommend that we continue with the flexible approach to continue without restricting parking. If issues arise, we would review those issues in conjunction with Public Works and Police as they arise.*
- I. Intergovernmental Agreement Update – M. Ashby, J. Liley
  - 1. Report from Town Board Discussion 3/14/16



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*KM reported on the discussion at the Town Board. The item did pass, but not unanimously. There was concern that there was not enough activity taken over the past 5 years to justify the contract. Discussion included concerns that if the funding went away, the DDA would not be able to continue the programs. There was an apparent consensus that the current board and sentiment was that they wanted to see more activity happening. Discussion of the roll over of Capital funding that can only be used for approved capital projects, also including the fiscal responsibility of the DDA. Received 5 of 6 votes. Rose described that he heard from business owners concerns that the DDA hasn't been visible enough. DS: Business visits would be helpful to introduce and find out more about the business and introduce the DDA. KM: I think what's happening is that folks aren't aware of what the DDA is doing. Matt should be prepared to answer questions about what we're doing and about the property tax, along with what that helps pay for. Looking at the revenue map, it shows there is a contribution to the bottom line. We also feel that the façade improvements assisted in increasing the bottom line. KM indicated to the Town Board that there would be some more apparent improvements around the District. Mr. Rose will also be a downtown member as a business owner in the District. CP: I think getting more people involved in the Committees is a positive step to help in getting the word out. Also, progress on the Mill would be very visible. DS: I think these are valid concerns that we generally agree with as well. We want to see more visible changes in the District too.*

**Motion to approve the IGA as presented: Craig Petersen, Dean Koehler. Approved.**

- J. Strategic Plan Update – M. Ashby  
*MA hopes to have the narrative draft of the strategic plan to the Board by the next meeting, now that the IGA has been approved.*
- K. Mill Project Coordination Update – M. Ashby  
*MA will be meeting with Kelly Arnold to discuss options and approaches.*
- L. Library Feasibility Update – M. Ashby  
*The Steering Committee met on March 10 and was presented with feasibility option on the two highlighted sites. Discussion from the architect identified that both could accommodate the current library needs and expansion options. General board consensus to pursue discussions with K. Arnold to identify public/private partnerships. Also, Matt directed to include a "Library" time category in the invoicing.*
- M. Report from Sub-Committees
  - 1. Marketing Committee 2/24/16 Summary  
*Newspaper wrap was reviewed. The graphic elements have also been pushed to social media. We have also asked for additional businesses who might be interested in the Business Spotlight. Working on updating the rack card, and looking to run a DDA Appreciation BBQ. Possibility to host a Quarterly event as an opportunity for people in the District to gather and chat with the Board. Host in different locations each Quarter.*
  - 2. Beautification Committee – *No Update*
  - 3. Parking Committee - *No Update*
- N. Communications
  - 1. Outgoing Board Member Appreciation
  - 2. DDA Board Appointments – *Sean Pike and Cristin Perrat were appointed to the board for 4-year terms.*
  - 3. Spring Cleanup Day – *Friday, May 13<sup>th</sup>, DDA should consider providing coffee and donuts to staff (approximately 25 members). We should notify the businesses that there will be noise*



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*overnight. Advertise in the newsletter. Backup date is Sunday, May 15<sup>th</sup>. DDA Lot will see some potholes filled. Staff will walk the area. Matt identified that a 'bucket brigade' or cleanup effort to encourage the businesses to join in sprucing up their storefronts. Recommend discussing at the upcoming marketing committee.*

O. The News on the Street is . . .

*Forgotten Roots has opened. They have a significant social media presence. We should look to create a "welcome to the DDA" packet to introduce them to our organization.*

P. Adjourn 8:42AM.

**Moved: Petersen, Koehler.**