



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

May 18, 2016 – 7:30 a.m.

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

APPROVED MINUTES

Attendees: Bob Winter, Kristie Melendez, Craig Peterson, Dan Stauss, Sean Pike. **Excused:** Dean Koehler.

Staff: Patti Garcia, Matt Ashby. **Absent:** Cristin Peratt.

- 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

Moved: Approve. Melendez, Peterson.

- E. Approval of Minutes from the April 20, 2016 Board of Directors Meeting – M. Ashby

Motion: Approve, Peterson, Stauss.

- F. Report of Bills, Financial Report – P. Garcia, M. Ashby

Discussion: Bills this month include attorney, Ayres, and postage. We are going to start sending the Library bills to DOLA for reimbursement. The Town has paid their 1/3, DDA and Library 2/3 have been paid together and the Library will be billed. \$46,000 total less \$25,000 matching grant (divided by 1/3s to Town, Library, DDA = \$7,000 total per partner.)

Motion: Approve, Peterson, Stauss.

- G. Executive Director's Report – M. Ashby

Motion: Approve,

Discussion: Clean up day. Some things to improve next year would include communication. Some of the cleanup elements occurred later in the week. Discussion included the possibility of twice per year. The power-washing kicked up dirt that impacted the windows. The window washing effort slipped as well and may need follow up. Involving the school in some way would be positive.

Back Lot resurfacing received positive comments at how conscientious the Town Staff were. (Terry Walker, Eric Lucas).

Ongoing maintenance of Through-Lot. Review parking lot as well for trash pickup and at the east. Previously had been talking about partnering with neighboring owner. Insurance would cover DDA members volunteering. Look to schedule maintenance associated with big events. Develop a scope of services and frequency to review. (4 key events during the summer.) 4th to 5th to the tracks plus through lot. (Bob to meet to show area for maintenance.)

Broker Day – Kristie to look for materials used last year. 8AM – 9AM. Matt – Review Strategic Plan images to enable enlargement.

Contract – Matt reviewed contract options. Additional discussion included the possibility of contracting with a local attorney as well. Possibility of continuing with Liley for specific DDA questions. Matt to set up discussions with local attorney to establish terms and conditions.

Note: Underlined items include attachments.



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Looking to move forward with adjustments to the contract to help in assisting with the workload. Support for Recommendations #2 and #3. **Motion: Direct staff follow recommendations #2 and #3 and return with a contract revision at the next meeting. Peterson, Stauss. Approved.**

H. Strategic Plan – M. Ashby

Request action to approve, approve with amendments, or deny plan.

Motion: Approve, Melendez, Peterson. Matt to provide printed copies of the plan to Board members. KM note that agenda items or action items are related to the strategic plan.

I. KEY INITIATIVES:

1. Mill Project Coordination Update – M. Ashby
 - i. Coloradoan Article
2. Library Feasibility Update – M. Ashby
 - i. Delayed Final Report, Now June 1
 - ii. Recommendation: Downtown Futures Summit
Board supportive of proceeding with the Summit. Possibility of scheduling the DDA Appreciation BBQ in conjunction with the Summit. Motion: Supporting the concept of partnering to initiate a Downtown Futures Summit. Stauss, Peterson. Approved.
3. Backlot Boardwalk Update – M. Ashby
 - i. Request for Plat Narrative to Attorneys
4. Growth & Sustainability – M. Ashby

J. COMMITTEE REPORTS:

1. Marketing Committee 4/27/16 Meeting Summary
Board indicated support to get 500 brochures printed to distribute. Event card has been drafted. Will be forwarded to Marketing Committee for review.
 - Sponsor Policy
KM reviewed the Draft Sponsor Policy, modeled off the Town Board's policy. Review of the Application Form and the Guidelines. Matt – To provide both packet information prior to the Marketing Committee. To act formally in June Meeting. CP Identified that the applications should align.

Agenda – Finalize the rack card, discuss the sponsor policy, upcoming June WindsorNow, June Newsletter ideas.
2. Beautification Committee – No Update
3. Parking Committee - No Update

K. COMMUNICATIONS:

1. Downtown Colorado Inc. Conference, Sept. 20-23, Pueblo.
<http://www.downtowncoloradoinc.org/?page=2016Conf>
2. Spring Cleanup Day

L. The News on the Street is . . .

- Concern about running concerts on Thursdays head to head with Ft. Collins events.

M. Adjourn - **Moved: Peterson, Stauss.** 8:58AM.

Note: Underlined items include attachments.