



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

JULY 27, 2016 – 7:30 a.m.

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

APPROVED MINUTES

Attendance: Bob Winter, Cristin Peratt, Kristy Melendez, Dean Koehler, Dan Stauss. **Excused:** Sean Pike, Craig Petersen. **Staff:** Kelly Arnold, Patti Garcia, Matt Ashby. **Guests:** Steve Schroyer.

- 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: KM, DK. Approved.

- E. Executive Session
Executive session for the following purposes, in accordance with C.R.S. 24-6-402(4)(e):
(e.) Determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators.

Moved to enter into session: KM, DS. Approved. (Approximately 7:35AM)

8:18AM – Mr. Schroyer left the discussion.

Motion to close executive session: KM. CP. Approved. (Approximately 8:32AM)

F. KEY INITIATIVES:

- 1. Mill Project Coordination Update – M. Ashby

Discussion: All info requests to director.

- 2. Library Update – M. Ashby

- i. East Parcel Under Contract

Discussion: Additional due diligence is taking place relative to engineering and surveying. Suggested that the Library host a reconvening of a meeting with the 3 entities who supported the feasibility study for a wrap up. Possible options to extend our district eventually to incorporate the property.

- ii. Downtown Futures Summit

- 1. Proposals Received
 - 2. Postponement

- 3. Backlot Boardwalk Update

- i. Summary Draft – In Progress (J. Liley)

Discussion: Continue refining the issue summary and the process to address. Also include the logistics of undergrounding and any costs or changes to the building owners. Future discussion on the design and function of the alley area.

Discussion: Matt met with developers about Downtown opportunities.

- 4. Growth & Sustainability – M. Ashby

Discussion: Extension of the DDA to the east would be an opportunity.

Action: BW to discuss with property owners.

- G. Approval of Minutes from the June 15, 2016 Board of Directors Meeting – M. Ashby

Moved: DK, DS. Approved.

Note: Underlined items include attachments.



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H. Report of Bills, Financial Report – P. Garcia, M. Ashby

Discussion: Town of Windsor financial report will be forwarded. Building permits have reached 317 units through the month of June. This is leading the region at this point. The anticipation is that Windsor could add approximately 1600 new residents over the year.

Moved: KM, DK. Approved.

I. Executive Director's Report – M. Ashby

1. Contract Amendment Update

Action: Postpone to next month. Ashby provided overview.

2. Website Maintenance Contract/Invoice

Discussion: KM identified that our website changes over the course of the year have been less than we paid for through the maintenance contract. Board discussed the benefit of simply 'paying as we go'.

Motion: DK Move to the hourly rate with the website provider. DS. Approved.

Action: Matt to turn around hosting invoice ASAP.

Discussion: Attorney discussion. Matt provided information from Kim Schutt regarding supplemental services. Recommended that two members of the board meet to discuss the options.

Action: BW and DS to visit with Kimberly to discuss options.

J. **COMMITTEE REPORTS:**

1. Marketing Committee (No June Meeting)

- Sponsor Policy – (In Progress – J. Liley)

Discussion: Josh, provide guidance on whether events at Boardwalk Park can be sponsored, despite the event not happening within the District.

Action: Matt - Final Policy to come back to regular meeting. Josh to provide policy next week to review.

- Rack Card

Discussion: Delivery of the rack cards brought back some concern about customer interaction. Critique that the DDA doesn't do anything that would directly help the businesses. Keep discussions front of mind for outreach. Question of whether there have been any focus groups or outreach – might be an option to help with outreach.

Action: Matt to research what other programs have completed to assist businesses. Provide the board with a summary to address that critique.

Discussion: Backlot BBQ needs to select a date. Possibly a September date to be able to present about the Mill. 9/28/16. Invitation to businesses to come and find out what we're doing, include a form that people can fill out.

Action: Matt to develop feedback form.

Discussion: Farmers Market was part of the Town's Strategic Plan – Want to make sure this issue doesn't fall through the cracks. We want to make sure that the DDA has involvement. Possibility of locating it in the park or adjacent to Blushing Bride.

Action: Matt to discuss with Eric Lucas about the concepts for the Market.

Discussion: MyWindsorNow is starting a magazine and may be interest. Recommend her providing information at the August marketing meeting.

Action: Matt - Also connect with Julie Ruane to attend the meeting to present her information.

2. Beautification Committee

- Spokes Façade Easement

Note: Underlined items include attachments.



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Discussion: Closing documents are ready to be signed and Patti is ready to deliver the check once completed.

Action: Matt – Schedule discussion on how to improve the FIP program and streamline the process.

3. Parking Committee - No Update

Discussion: BW talked to three property owners and they identified that if the town was willing to stripe and complete crack sealing, they will be willing to open their lots for after-hours parking.

Action: BW to draft summary of the concept to provide to the town for review and further discussion.

K. COMMUNICATIONS:

1. Name Tags
2. Bench Request –

Discussion: The board looked at the proximity of other benches nearby. It appears the block is covered with sufficient benches. The DDA strategically placed the benches, not by business location, or on a request basis. Provide option to join the business spotlight.

Action: Matt to send letter.

L. The News on the Street is . . .

M. Adjourn

Motion: DS, KP. Adjourn.

Note: Underlined items include attachments.