



## WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

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### BOARD OF DIRECTORS MEETING

AUGUST 17, 2016 – 7:30 a.m.

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

#### APPROVED MINUTES

**Attendance:** Bob Winter, Craig Petersen, Dean Koehler, Sean Pike, Cristin Peratt. **Excused:** Dan Stauss.

**Staff:** Matt Ashby, Barbara Kloth, Josh Liley. **Guests:** Debbie Martin.

- 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.
- Updated to include Attorney Update as item 4 in Communications.
  - **Motion: CP, DK. Approved Unanimously.**
- E. **KEY INITIATIVES:**
1. Mill Project Coordination Update – M. Ashby  
Discussion: The pro forma from the developer is under review by a third party to confirm the results of the study.
  2. Library Update – M. Ashby
    - i. Update Meeting  
Discussion: Contract on the Greenspire property. RFPs to engineering firms would be the next step. The site is a part of the metro district. Next meeting October 19 at 10:30AM. Stakeholder meetings would be forthcoming, as well, to help determine the future steps for the project. The Library Foundation Board will handle the fundraising beyond the bond issue for additional programming or special features for the facility.
  3. Backlot Boardwalk Update – M. Ashby
    - i. Summary Draft – (J. Liley)  
Discussion: JL provided summary of draft. The DDA's property connection from the lot given to the town to the DDA would be broken by the 'ghost alley', thus interrupting a possible connection. However, this issue does not impact the properties purchased by the DDA.
    - ii. Action Options – (I. McCargar)  
Discussion: This memo outlined one possible solution to clearing up the title of the alley area. KM: Would there be costs to the landowners to clear up the issue? JL: Not really. More than likely, the costs would need to be by the town/DDA regarding survey work. A full survey is really needed to help understand who owns which properties and would be necessary to move forward with any legal action. This issue goes back to the original plat of the town. The railroad may have some interest, but the fragments of property would likely have little impact on their operations. Essentially, the goal would be to create a clean plat. Remaining property that's not folded into any of the properties to the south could be folded into the DDA redevelopment.  
  
KM: Would there be an impact on the business owners? JL: If a building extends over the property line, they would likely own that property via a concept called 'adverse possession'. Beyond the building encroachments, informal use of the property for parking or dumpster storage would need to

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be evaluated. This could impact the redevelopment plan. KM: If we think there will be a comfort level among the property owners before we pursue the survey. Outreach could take place sooner rather than later. BW: We could host a general meeting so that all the property owners can hear the same information at the same time. KM: Recommend we conduct that meeting sooner rather than later so that rumors don't get started. Also, provide a secondary option for in-person meetings to schedule a time to meet. CP: Were there pins located when the DDA's property was surveyed? JL: Yes. King completed the survey.

Recommend checking with the Town to see if they have a preferred surveyor. It may be advisable to develop a worksheet to find out what uses people are currently utilizing the area for. KM: We would need the majority of the property owners comfortable in moving forward before spending money on the survey. The attorney, exec director, and board would need to be present at the meeting. CP: Board should confirm that our intent would be to cover the costs, so they wouldn't impact the property owner.

### Action:

- 1) Prepare a presentation that the Town/DDA can review before the meeting. Outline the benefits to the property owners. Pro/con analysis. (Good will and public input before we move forward.)
- 2) Follow-up with Ian/Town
- 3) Schedule public meeting + individual meetings so everyone can have a chance to meet and ask questions. (Fact finding.)
- 4) Research property owners and contact information.
- 5) Schedule a work session for September 7<sup>th</sup>, 7:30AM to review materials. Tentative schedule of the public meeting for the week of September 12 – 16.
- 6) Identify redevelopment plan to address the future development of the area.
- 7) Matt to get a quote regarding a formal survey.

Presentation: Follow up with building owner discussions regarding use of the 'alley' area. Meeting could include stringing the back line of the DDA lot, and the endpoints of the 'alley' to show the encroachment visually.

#### 4. Growth & Sustainability – B. Winter

Discussion: BW will meet with Chris Ruff on August 22<sup>nd</sup>. Dean to join.

- F. Approval of Minutes from the July 27, 2016 Board of Directors Meeting – M. Ashby  
**Motion: DK. SP. Approved Unanimously.**

- G. Report of Bills, Financial Report – P. Garcia, M. Ashby  
**Motion: CP. DK. Approved Unanimously.**

- H. Executive Director's Report – M. Ashby  
1. Contract Amendment

Discussion: Matt provided an overview of the contract changes proposed.

**DK. Approve as presented. CP. Approved Unanimously.**

#### I. COMMITTEE REPORTS:

1. Marketing Committee (No July Meeting)

- Sponsor Policy (2 Docs, Clean and Strikethrough Versions) – (J. Liley)

Discussion: JL provided an overview of the new draft which focuses primarily on event sponsorship rather than startups or broader initiatives. New focus is on the location of the event (in substantial part within the boundaries of the district. Also estimated attendance. DK: What about the dual

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sponsor repayment concept? JL: This is an item that was modeled off the Town's practices. It is really based upon the honor system. KM: Confirmed that funds cannot be used for operations. JL: Correct. The DDA would be able to place conditions on funds. KM: Does the application identify that the DDA won't provide ongoing sustaining funds. JL: Yes, each year the sponsor requests would need to be made annually along with prior year results to justify funding. KM: Do you feel that it is an issue to support events that occur within Boardwalk Park (ie – Farmer's Market)? JL: The DDA should focus their efforts within the District and further the mission of social, economic, and cultural growth. There isn't a hard and fast law that says you can't support an event not located in the District. KM: I'm not sure how we would handle this issue. If the event can be supported by the Town, that supports our mission of not having an event focus, rather a development focus. Potentially the Farmer's Market could occur on Thursday evenings. JL: If there is a long term economic benefit to the District, it could have support. As long as there is some presence of the event within the District, it's an easier way to define events we would support. KM: Eric Lucas from Parks will be ready to present the concept in the future.

**Motion: Approve sponsor package as presented. KM. DK. Approved Unanimously.**

- **Footsteps to Hope Walk – (D. Martin)**

Discussion: Footsteps to hope is changing focus (and the name) from breast cancer and the new name opens participation to people who have any kind of cancer. The event is focused in Boardwalk Park. Courageous Chemo kits provide people with a bag with things to help women as they go through the treatment process. DM provided preliminary information on the walk to be scheduled September 17, 2016. Registration \$25 – early, \$30 – Day of. Connection to downtown is to encourage participants to shop downtown. KM: Have we received any documentation regarding how previous sponsorship funding was spent. SP: Was that info requested? KM: Yes. DM: I will provide the information prior to your decision. KM: I'm not certain this meets our event criteria. Last year there were other activities happening in the area. Will Kaiser or UC Health be approached to provide support? DM: Those organizations have several requirements regarding support groups and conditions that don't necessarily match up with the approach Footsteps to Hope follows. The focus is taking care of the women. KM: I support the initiative, but I think the request fits the Town Board funding protocol more closely. This appears to be a community-at-large benefit. There are funds still available. SP: I would certainly support the event should funds not be allocated by the Town Board. KM: We have to be financially responsible in reviewing the financial statements from the prior year of the event before considering. JL: Do you want to apply the policy that was adopted today to this event? We cannot provide funding to non-profits that do not advance the mission of the organization. The policy helps in sponsoring events that have a specific gap to fund an event that is being held within the district, and that the funding is necessary to host the event. General funding would be outside the ability of the DDA to support. Paying police, advertising or tent rental would be eligible expenses, however, purchasing blankets, bags and meals would not be an eligible expense. DM: Approximately 400 people attended. JL: Justification on prior events was based upon the spinoff to local shops. KM: When we allocated funds last year, we requested that a report be provided. DK: In the future, we need at least 2 meeting cycles for reviewing the request. One to ask questions, with the second to then make a decision. KM: Last year's request was late as well. CP: We will need additional information to consider. KM: I don't feel this meets the criteria for this board to sponsor and would recommend this request go to the Town Board.

- **Local Magazine Ads**

- Windsor Now
- N2 Publishing

Discussion: Will be reviewed in the marketing committee meeting, but will entertain the presentation at the marketing meeting.

**Action: Matt to notify the magazine representatives to present info at August 24<sup>th</sup> meeting.**

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- Halloween Event – Cross promote the trick-or-treat event via newsletters and social media. The DDA could also provide a table in front of the Chamber. There is no cost to the DDA. Saturday before Halloween.
  - Appreciation Event – Looking to send a postcard. September 28<sup>th</sup> 5:30-7:30PM.
2. Beautification Committee – No Update
  3. Parking Committee - No Update

### J. COMMUNICATIONS:

1. Name Tags
2. Main Street Program – Accepted. Article.
3. Railroad Quiet Zone. Article.
4. Schutt Attorney Update. (Added)

Discussion: Bob and Dan met with Kimberly Schutt and have some experience with DDAs via their Ft. Collins office. We would look to consult them for routine items. **Matt to email the information summary provided.** Recommendation would be to explore opportunity to divide out labor between this firm and Liley Law to determine what the division of labor would be. KM: If we would obtain services from a secondary firm, how would it impact the existing firm's contract? **Matt to keep item on the agenda, next step would be to identify how the duties would be divided out.** JL: Recommended experience in Land Use, Development, and Board law. From my experience, the cleanest division is between general counsel and special specific projects.

**Other:** September Meeting will be rescheduled to September 28<sup>th</sup> due to conflict with Downtown Colorado Inc Conference.

**Action:** Matt to send notice of meeting changes.

K. The News on the Street is . . .

L. Adjourn

**Motion. CP. DK. Approved Unanimously.**

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