



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

March 21, 2018 | 7:30AM– 9:00AM

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

Agenda

- A. Call to Order 7:30AM**
- B. Roll Call
- C. Public Invited to be Heard (*3 Minutes Per Person*)
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Executive Session for the purposes of:
- i. Regarding development of the Windsor Mill and the purchase of 512 Ash Street, to determine positions relative to matters that may be subject to negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402(b) and (e); and
 - ii. To discuss the purchase of 512 Ash Street, and receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402(4)(a) and (b).
- F. KEY INITIATIVES: 8:15AM**
1. Backlot Boardwalk Update
 - i. Development Design Process Update
 - ii. Closing Date for Purchase of 512 Ash Street
 2. Mill Project Update
 - i. Town / DDA Worksession
 3. District Expansion/Sustainability
- G. Approval of Minutes from the Regular Board of Directors Meeting February 21, 2018 & Minutes from Special Meeting on March 12, 2018 – M. Ashby
- H. Report of Bills (Total invoices: \$12,876.22)– P. Garcia, M. Ashby
- I. Executive Director’s Report – M. Ashby
- i. Chimney Park FIP Extension
- J. COMMITTEE REPORTS: 8:40AM**
1. Marketing Committee – Meeting Notes
 - i. Wayfinding RFP
 - ii. NoCo Guide Ad pages
 2. Parking Committee – Meeting Notes
- K. COMMUNICATIONS & NEWS:**
- L. Adjourn 9:00AM**

Note: Double Underlined items indicate attachments.



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BOARD OF DIRECTORS MEETING

February 21, 2018 | 7:30AM– 9:00AM

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

Attendance: Dan Stauss, Dean Koehler, Kristie Melendez, Sean Pike, Craig Petersen, Brent Phinney. **Excused:** Cristin Peratt,

Staff: Matt Ashby, Josh Liley, Ian McCargar. **Guests:** Wes LeVency.

Draft Minutes

A. Call to Order **7:30AM**

B. Roll Call

C. Public Invited to be Heard (*3 Minutes Per Person*) **None present.**

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board **No edits. DK - Motion to approve. 2nd – CPN. Approved Unanimously.**

E. Executive Session for the purposes of:

- i. To discuss the purchase of 512 Ash Street, and receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402(4)(a) and (b); and
- ii. Regarding development of the Windsor Mill and the purchase of 512 Ash Street, to determine positions relative to matters that may be subject to negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402(b) and (e).

Motion to enter into executive session – DK, Second – CPN. Approved unanimously.

Entered into Executive Session at 7:38AM.

Motion to close executive session – DK, CPN - Second. Approved unanimously at 8:02AM.

F. KEY INITIATIVES: **8:15AM**

1. Backlot Boardwalk Update

- i. Consideration of an IGA with the Town Regarding Funding for the Purchase of 512 Ash Street

JL provided an overview of the IGA with provisions to fold the property into the Backlot plan. There is an expectation that the DDA will proceed with the demolition of structures on the property. The DDA would receive \$257,500 from the Town as well as one half of demolition costs. If development does not take place within ten years. Note a change in Section D to reflect a change to \$25,700 to reflect the actual change. **DK - Motion to approve the IGA reflecting the correction of the annual repayment amount in section D.3. to reflect the total contribution at a rate of \$25,750. BP - Second. Approved unanimously.**

- ii. Waiver of Funding and Environmental Contingencies under 512 Ash Street Contract. Discussion: JL assuming the Town approves the IGA next week, we would like approval of the DDA to waive contingencies. **BP - Motion to authorize attorney to execute contingency waiver subject to the Town Board approval of the IGA. Second - CPN. Approved Unanimously.**

iii. Development Design Process Update

The DDA is continuing to work with Brinkman. An appraisal was requested for the Legion property and cost would be estimated at \$3000. Craig indicated that he would be in support of expending \$1500. **CPN - Motion to pay for half of the appraisal up to \$1500 for the Legion property. Second - DK. Approved unanimously.**

Additional support was requested by Brinkman to provide analysis of the financial impacts of residential development to the DDA tax base. DS – Question as to

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whether we would be able to reuse the information from this financial study. We would want to confirm that the DDA would have the ability to use the information in the future for this shared cost. JL – Yes, it could be reused as this element was covered in the original agreement. DS – This information could help us in analyzing the Mill as well. The residential information would help us to demonstrate the benefit of the development on the businesses in the DDA. JL – The motion should include that authorizing the expenditure of up to \$5000 for a financial impact study and authorizing the Executive Director to execute agreements. **BP - Motion to approve the Executive Director to authorize financial studies of the impact of the Backlot development on the tax base of the DDA for an amount up to \$5,000 Second - CPN. Approved unanimously.**

2. Mill Project Update

The financial analysis of the revised Mill Project is anticipated soon. Staff should work with the Town to set up a joint worksession to review updated plans and financial impacts. **Work with the Town to establish the work session.**

3. District Expansion/Sustainability

Meeting with property owner Scheduled.

G. Approval of Minutes from the Regular Board of Directors Meeting January 17, 2017 – M. Ashby
KM - Motion to approve minutes as presented. Second - BP. Approved unanimously.

H. Report of Bills (Total invoices: \$3,337.50) – P. Garcia, M. Ashby
DK - Motion to approve as presented. Second - CPN. Approved unanimously.

I. Executive Director's Report – M. Ashby
Wayfinding update. Matt provided an overview of the Study that was received. The RFP has been drafted. Staff would like direction on how to proceed with the formal construction plan. KM – This is a larger issue than just the DDA. Other partners would likely want to be included in the discussion. **Make sure that there's a portion of the study that acknowledges discussions with other partners.** Part of the scope should include a small scale, a medium scale, and full scale phased incremental implementation. Include a request to estimate the cost split between Downtown and the remainder of Town. **Make updates for review at the next Marketing Committee meeting.**

Main Street application for higher tier of membership is nearly ready. Board is comfortable with and directed staff to **moving forward with submitting application.**

J. Bylaws Changes (Limited Executive Director Purchasing Authority) – M. Ashby
JL provided an overview of the suggested changes. This would provide a spending authorization of up to \$500 for the Executive Director. Up to \$2,500 would require approval of the Chair. Over \$2,500 would still go to the full Board for a decision.
CPN - Motion to adopt section 5.5 to the bylaws as presented. Second – DK. Approved unanimously.

K. **COMMITTEE REPORTS:** **8:40AM**

1. Marketing Committee –

- i. Business Survey Press Releases – **Execute press releases. CPN moved to work with Concept to Copy for updates to social media for \$100/month. Second - DK. Approved unanimously.**
- ii. Wayfinding RFP

Note: Double Underlined items indicate attachments.



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- iii. Parking Update – Please add to the standing Marketing Committee. Crosswalk treatments – The Town Board needs information highlighting key corridor concerns. Regional Director is retiring and wants to meet before he leaves. Might be good to revive the parking committee and get additional volunteers.

L. COMMUNICATIONS & NEWS:

Block Captains – If there's any way to add key contacts to the map, that would be great.

M. Adjourn

9:00AM

BP - Motion to adjourn. Second - CPN. Adjourned at 9:15AM

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SPECIAL BOARD OF DIRECTORS MEETING

March 12, 2018 – 5:30 p.m.

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

Draft Minutes

Attendance: Dan Stauss, Brent Phinney, Dean Koehler, Craig Petersen. **Staff:** Matt Ashby, Josh Liley.

A. Call to Order

B. Roll Call

C. Executive Session

An executive session pursuant to Colorado Revised Statutes § 24-6-402 (4)(e)(I) for the purpose of determining positions relative to matters that may be subject to negotiations; developing strategy for negotiations; and instructing negotiators with respect to the use of public funds for redevelopment of the Windsor Mill and Elevator property. (Stacy Johnson, Patti Garcia, Ian McCargar, invited guests)

Motion to enter into executive session – DK. Second. CPN. Approved unanimously at 5:35PM.

Motion to close executive session – CPN. Second - DK. Approved unanimously at 7:02PM.

D. Adjourn

Motion to adjourn – CPN. Second - DK. Approved unanimously at 7:03PM

Report of Bills

Date Range: 02/10/2018 - 03/16/2018



TOWN OF WINDSOR
 301 WALNUT STREET
 WINDSOR, CO 80550
WWW.WINDSORGOV.COM

(970) 674-2400
 MON-FRI 8AM TO 5PM

Check No.	Vendor/Employee	Transac		Amount
Fund: 19 DOWNTOWN DEVELOPMENT AUTHORI				
Department: 486 DOWNTOWN DEVELOPMENT AU				
84045	CARD SERVICES	CONSTANT CONTACT	02/16/2018	20.00
84078	PITNEY BOWES PURCHASE POWER	POSTAGE	02/16/2018	7.56
84149	COLORADO SPECIAL DISTRICT	LIABILITY INSURANCE	02/23/2018	3,271.89
84153	LILEY LAW OFFICES, LLC	LEGAL SERVICES	02/23/2018	2,876.00
84154	AYRES ASSOCIATES, INC.	PUBLIC RELATIONS	02/23/2018	6,680.77
84367	CARD SERVICES	CONSTANT CONTACT	03/16/2018	20.00
Total for Department: 486 DOWNTOWN DEVELOP				12,876.22
Total for Fund:19 DOWNTOWN DEVELOPMENT A				12,876.22
Grand Total				12,876.22



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: March 21, 2018
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: March Report

Meeting Summary:

Between mid-February to mid-March work focused on advancing projects identified by the board. The wayfinding RFP was finalized, parking committee re-established, and outreach occurred with website, newsletter, and social media changes.

The following meetings occurred between February 15 – March 16, including:

- Regular Board Meeting – February 21
- What's Brewing – February 21
- C. Ruff Meeting – February 23
- D. Bertsch Meeting – March 12
- Town / DDA Wroksession on the Mill – March 12
- Marketing Committee – March 14
- Parking Committee – March 14

Billing Breakdown (As of 3/19/18):

General (YTD) - \$12,707 = 16% of Budgeted \$75,560 (with 21% of year completed)

Backlot (YTD) - \$4,915

Mill (YTD) - \$1,827

Anticipated Workload March – April:

- Backlot development visioning
- Track 512 Ash closing timeline/finalization
- Issue Wayfinding RFP
- Mill incentive review and discussions
- Main Street Quarterly Report
- National Main Street Conference

Current Initiatives:

Bertsch Property:

Communications have continued with the Bertsch family regarding the status of the purchase. The Town approved purchase and a waiver for the contract objections was sent on March 2nd. The latest closing date would be August 31, 2018.

Backlots / Brinkman:

Additional design work has been approved by Brinkman to explore additional concepts. Parking opportunities at the Bertsch parcel have been explored and look to provide in excess of 100 spaces centrally located in downtown. The Town has begun the process to clear up the title



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issues on the DDA block. The Town, DDA and developer have started work on a financial model to estimate the impact of residential development on the tax base. Appraisals of a few key parcels will progress to address several outstanding questions. An appraisal of the legion was ordered and is complete. Finally, the Backlot 101 was completed and posted to the DDA website, and a link to the information included in the first quarter newsletter.

Mill:

The DDA and Town had a joint worksession on Monday, March 12th. Our legal teams will be moving forward with identifying options for presenting an incentive package soon.

Façade Improvement Program

Under the façade improvement program, funding is allocated from one year from the date of approval by the board. Should the construction take longer than one year to complete, the applicant can request an extension one month prior to expiration of the funding allocation.

Staff spoke with Jason Shaefer, owner and applicant of Chimney Park, the week of March 5th. He requested an extension of funding allocation, set to expire April 19, 2018. A majority of the work is completed; however, the sign on the front (south) façade and the canvas for the canopy on the rear (north) façade are pending final construction and installation. It is anticipated to be completed later this spring to early summer. With clear advancement of work on the project, staff would recommend the board consider an extension to expire August 2018.

Parking / Crosswalk

Looking into shared parking for south main properties was identified as part of the strategic plan for 2018. Staff created an inventory of available parking areas and a shared-use agreement. The Parking committee met on March 14th to discuss and determined the next step is to investigate the liability issue and coverage, prior to discussion with property owners. A memo was sent to Liley Law regarding the liability coverage for south main parking areas.

Making downtown more walkable and comfortable crossing main street was another initiative identified in the 2018 strategic plan. Crossing alternatives were identified and discussed at the March 14th meeting. Per the committee, staff will determine what options CDOT will approve, particularly for the 5th and Main crossing, then work with the Town to coordinate a consistent design for crossings.

Wayfinding Project

The final wayfinding plan with UCD was received in late February, posted to the website and linked in the newsletter. Staff researched study and fabrication costs of a recent project in Cheyenne and found a similarly scoped study would likely range from \$35,000-\$50,000. The RFP was finalized with comments from the marketing committee and will be posted to the DDA website with an April 5th deadline.



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Main Street Application

The application for becoming a designated status Main Street program was submitted Friday, March 17th.

Social Media Contract

The annual social media calendar developed earlier this quarter was shared with Wendy Burt-Thomas, a board-member recommended contract employee, to regularly create posts and share on social media. The contract began at the beginning of March. Each month includes a minimum of once a week post, many including local businesses. Metrics will be shared with the marketing committee and board after the first couple months.

Staffing Update:

Matt will be unavailable from March 29-April 8 (Spring Break).

Action Checklist Review:

New Items –

Work with the Town to establish the work session for the mill. (Complete)

Make sure that there's a portion of the study that acknowledges discussions with other partners in the wayfinding RFP. (Complete)

Wayfinding RFP - Make updates for review at the next Marketing Committee meeting. (Complete)

Moving forward with submitting application for next tier of Main Street. (Complete)

Execute Biz Survey press releases. (Complete / In Progress)

Add key contacts to the block captain maps. (To Do)

Publish first quarter newsletter with backlots information. (Complete)

Use existing dropbox for social media calendar photos. (Complete)

Look at recycling Business Spotlight info from Windsor Now – Contact Kristin. (To Do)

Provide RFP for review in next Board Packet. (Complete)

Coordinate biz survey press releases with Katie Houghtelling. (In Progress)

Add NoCo Guide marketing opportunity to next board agenda for approval to participate and related costs. (Complete)

Contact Josh about shared parking liability. (In Progress)

Contact Josh about mineral questions. (Complete)



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Carryover –

Staff/Board to send leads to WindsorNow for business profiles. (To Do)

Look at coordinating a summer activity for Biz After Hours, partnering with Blue Ocean and/or Brinkman. (To Do).

Kristie to coordinate with Chamber for summer after hours. (To Do)

Check with the Legion for names of veterans for posters. (To Do)

Recruit for marketing committee – check with Dan and previous minutes. (To Do)

Present a summary of crosswalk guidelines from the Town at the next board meeting. (In Progress)

Create Action Plan for South of Main Parking process. (In Progress)

Look at highlighting some of the new things happening in a revamped tri-fold brochure. (Postponed)

Matt – review the property tax implication of a ground lease if owned by the DDA. (To Do.)

Matt to check in with Planning about the development referral process to help in cohesive approach to design. Existing process and future preference. (To Do.)



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MARKETING MEETING

March 14, 2018 – 7:30AM

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

Meeting Notes

Members Present: Kristie Melendez, Craig Petersen, Dan Stauss.

Staff: Barbara Kloth. **Guests:** Lynn Kensinger

1. Online Items

- a. Website updates
 - i. Studies & Plans page
 - ii. About DDA page updates
 - iii. Additional Main Street presence
[Add additional Main Street details / definitions to website. Send to Kailee.](#)

2. Print Materials

- a. DDA Trifold Revamp – *on hold*.
- b. Veteran Banners – Names from Legion needed
[Kristie still waiting on legion to get names for the banners. They were enthused about the idea.](#)

3. Ongoing Projects

- a. Wayfinding Plan
 - i. Final plan
[Good study and good photos. Send out via email to board, not necessarily print out. Plan already posted to website under “About” on “DDA Plan of Development” Change this header – “DDA Plans and Studies” and add sub-heads on the page \(i.e. Signage, Backlots, Mill, ...\) Maybe add more to the “About” because it’s not super intuitive at the moment.](#)
 - ii. Wayfinding RFP
[Update on changes to the RFP, anticipated costs may be in the \\$35-\\$50k range for a town-wide plan. Kristie – in that price range we may want to put this in front of the board. However, since this doesn’t have to be approved at Craig – ensure the RFP includes phasing of project. Let’s get this out there so we can see the players and anticipated costs. Other partners may include town, library, Ames college.](#)

4. Presentation by Lynn Kensinger for the NOCO Guide

[New publication coming into the marketing place. Lynn is the sales person, Easy Chair Media \(Kristie\) is the publisher.](#)

[Lynn – for some time people have wanted a single publication about northern Colorado – newcomers, residents, etc. as the audience. This will cover weld, Larimer, ... counties \(Berthen to Wellington, Estes Park to Greeley\). They’ll work with chambers, towns, include a shopping and dining guides, and have opportunities for advertising. Not a full listing of all businesses. They’ll have 50k copies at welcome centers and online, also possibly real estate](#)

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offices and chambers. It is a full-size magazine (around 48 pages). Late May – early June printing anticipated. Greeley downtown has purchased advertising. Might be a good way to market downtown outside Windsor, as opposed to the locals we've currently been marketing toward.

Craig – to supporting magazine, what % needs to be ads versus information – how much do they need? Kristie – because of the big print number and this will be printed annually this would be about 60/40. Each Town will have their own dedicated page included in the magazine (free). Craig – so this is annual and an annual cost? (Yes) Craig – what about reaching out to other people in downtown that might want to be in this. Lynn – that's her role to reach out to others to (buy their own ads) participate.

Dan – There's also NoCo Style magazine. Kristie – this is a tourism piece, will be in tourist and visitor centers. Lynn – this will not include a business directory. Kristie – this will have print, digital, and mobile component, similar to "Explore Evergreen" publication.

Craig – are we going to want to put something with the DDA logo and statement? Kristie – yes want to encourage people to come downtown Windsor. Had a generic photo of shoppers with tagline (sip, snip...) and logo. Craig – look at buying a page or part of page and share with businesses. Kristie – Lynn can figure out having DDA at top of page and smaller dda businesses buy their own add at the bottom of the page. Dan – agrees that could be a good way to do it, could include his shop, chimney park. He thinks there might be enough to do a two-page spread.

Cost discussion. have committee commit to a dollar amount and then have Lynn figure out what that looks like on a page and how many ads needed to fill remainder of the page and she can sell to businesses from there. Craig – advertising is always expensive. He really like the split with businesses option. Dan – it's a no brainer (splitting). Likes this broader reach approach. Craig – unsure the billboard cost was worth the money. Dan – would be great if the mill could get involved. Craig – in favor of this plan, thinks \$3,000 or \$3,500 is reasonable. Dan – another good thing to share with our businesses. Craig – has no problem going to the board and looking at the 2-page header split with ads for businesses on the bottom. **Get this on next week's board agenda to okay the cost.** Lynn to get info on how remaining costs / ads break out.

5. Upcoming Events –

a. Chamber After Hours

Waiting on Brinkman to get us info. Discussion with legion was cancelled last week. Jay was looking at alternatives for the legion like the back half of Ricky B's. Details on the legion's assessment to be on the next board agenda.

6. Other Items & Communications

Note: Double Underlined items indicate attachments.

NOCO EasyGuide

Touting all there is to love about Northern Colorado

distribution
editorial
dates **2018**



ARRIVING SUMMER 2018

Filled with fabulous information about Ft. Collins, Loveland, Greeley, Windsor, Timnath, Johnstown/Milliken, Berthoud, Estes Park and Wellington!

With a one-year shelf life, this NOCO EasyGuide will include extensive tourist information for visitors, as well as vital resources for anyone relocating and living here.

DISTRIBUTION

50,000+ printed copies! With digital and mobile editions, delivering 200,000+ annual impressions. Three Marketing channels for one low price!

- Tourism Bureaus and Hotels/Motels
- Colorado Visitors' and Welcome Centers
- Chambers of Commerce
- Real Estate Companies
- Relocation Companies
- Schools and Colleges
- Large Corporate Employers
- DIA Hubs
- Alliance Partners

EDITORIAL

Includes:

- Local Breweries
- Regional Calendar of Events
- Arts & Culture
- The "HOT" Spots for Dining, Shopping and Lodging
- Top Things to Do
- Chamber Community Information pages
- Shopping, Dining, Lodging Grid Free for Advertisers

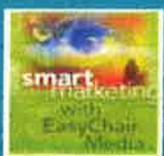
Publication Date:

May 2018

Space Deadline:

April 13, 2018

**Book Early
for Best
Placement!**



Lynn J. Kensinger

☎ (720) 480-8131

✉ L.Kensinger@easychairmedia.com

🌐 EasyChairMedia.com

publish
21
PRINT INTERNET SOCIAL MOBILE

NOCO EasyGuide

special sections
ad rates
inquiries **2018**

Touting all there is to love about Northern Colorado

3 Marketing Channels – Print. Web. Mobile – One Low Price!

SPECIAL SECTIONS

Where the Locals Go

- Beauty & Spas
- Shopping Destinations

Value Priced at \$499

Ads include print, online and mobile presence with FREE "hot" links!

Northern Colorado Sipping & Dining

- Restaurant Profiles
- What's Brewing

Value Priced at \$1,295 & \$3,295

MINI: 100 words + contact information and photo
FULL: 400 words + contact information, 2-3 photos and sidebar with 125 words of menu highlights

Where the Locals Go



Restaurant Profiles



AD SPECS AND PRICING

Magazine Trim Size (8.25"W x 10.75"H)

All costs are for four-color, net rates and include live links in digital and mobile editions. Make your ad a profile!



\$3,595

Full page, no bleed
7.375"W x 9.875"H



\$3,595

Full page with .25-inch bleed*
8.75"W x 11.25"H



\$6,495

2-page Spread



\$1,995

Half Vertical
3.56"W x 9.875"H

10% more for premium (pages 1, 3, 4, 5, 47, 48 and back cover) or for requested placement.



\$1,995

Half Horizontal
7.375"W x 4.875"H



\$1,395

Third Square
4.83"W x 4.875"H



\$1,195

Quarter Page
3.56"W x 4.875"H



\$825

Sixth Page
2.32"W x 4.875"H



\$645

Eighth Page
3.56"W x 2.32"H



\$499

Specialty
2.5"W x 1.875"H

PRODUCTION FEES

Rates are for press-ready ads, ads needing basic design (logo and text only) or ads that have been previously designed (pick-up ads) with minimum changes. A \$65/hr fee for custom design is charged on all others. Advertisers are permitted corrections on the two proofs. Additional revisions will incur a \$65/hr fee and this includes Photoshop or other imagery modification request.

Ask about pricing for Mobile (QR Codes) or Video

MECHANICAL REQUIREMENTS

All camera-ready ads must be submitted in PDF format — No Exceptions! This is necessary so that they are compatible with our digital conversion process. NOTE: Saving as a PDF with www. does not guarantee the ad will automatically convert to a live link. The PDF must have searchable text blocks.

PDF

- Color mode: CMYK
- Resolution: 300 dpi at 100% size
- Embedded photos: CMYK, 300 dpi
- Convert all colors to CMYK. No RGB or spot colors.
- Do not use crop or registration marks.
- All fonts must be embedded.

File Submission

Email ad files to ad coordinator Melissa Levad at m.levad@yahoo.com.

Please indicate "NOCO Magazine" and the business/client name in subject field.

For files over 4 megabytes, contact your ad representative for submission instructions.



Lynn J. Kensinger

(720) 480-8131

L.Kensinger@easychairmedia.com

EasyChairMedia.com





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PARKING COMMITTEE MEETING

March 14, 2018 – 8:00AM

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

Meeting Notes

Members Present: Dan Stauss, Kristie Melendez. **Staff:** Barbara Kloth

1. South Main Street Parking

a. Strategic Parking Implementation Plan

- i. Reference: 2012 Downtown Windsor Parking Study
(<http://windsorgov.com/documentcenter/view/16745>)

b. Existing Conditions Handout

c. Shared Parking Agreement/ Maintenance Example

d. Next Steps

Staff – next options could be work with attorney, talk with property owners. Kristie – Some may be more receptive than others. What about incentives or other communities that have done this? Dan – even if the DDA covered liability he'd allow it. Kristie – need a good PR pitch behind the approach to property owners. **Details of pro's, why would they want to open their lot. Get our ducks in a row for the why's for good for downtown, their businesses, the dda incentives.** Dan – thinks the liability is the biggest thing that would help and probably the only thing really needed. Kristie – once agreements are in place they can put up signage. **Contact Josh about liability.**

It would probably need to be all or nothing approach (by the block) so it's not confusing. It might also need striping. Dan – do people park back there for Thursday night activities? (unknown) Kristie – big reason for this is so we can promote the additional parking in that area.

Big questions to have answers to: Liability. Maintenance or cleanup cost share.

2. Crossing Enhancements

a. Staff Report

b. Next Steps

One of the options that was in the Town board packet was a larger, brighter option for changing out signage for the "stop for pedestrians" locations so they can see it better. That's the first step. Then we can look at other improvements but start with CDOT to see what they will allow, then look at potential costs and how much the Town will share. Kristie – want to work with town so they are using similar treatments elsewhere (at a minimum in downtown area) to make sure it's consistent. This could be a combined worksession item with the Town board – identify priorities (5th & main, 7th st) and what to do about them. **Reach out to CDOT specifically on 5th & main and what they would allow.** Dan - Also where the hearth is by the gas station – look at this intersection.

Dan – put the crosswalk stuff on a block captain handout so we get input from them, and let them know we're tackling these issues, as well.

3. Other Items & Communications

Note: Double Underlined items indicate attachments.