



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

Approved Minutes

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

Excused: Sean Pike. **Staff:** Matt Ashby, Josh Liley. **Guests:** Luke Bolinger, Jason Schaeffer, Tom (last name unknown).

A. Call to Order 7:30AM

B. Roll Call

C. Public Invited to be Heard (*3 Minutes Per Person*) – *Luke Bolinger from the Parks and Recreation Department presented a plaque for appreciation of sponsorship of the Farmer’s Market. Market is shifting to Saturdays and increasing to 12 concerts.*

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

DK - Motion to enter into Executive Session. Second – CPN. Approved Unanimously at 7:36AM.

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).

BP – Motion to close executive Session. Second – CPN. Approved unanimously at 8:03AM.

F. KEY INITIATIVES: 8:15AM

1. Backlot Boardwalk Update

i. Development Design Process Update

Legion appraisal.

Financial study is moving forward.

Option of discussing.

Matt to follow up on the Brinkman Meeting Schedule.

Josh has followed up on the DDA property to confirm whether we are receiving the mineral severance payments. Payments are made quarterly.

ii. Closing Date for Purchase of 512 Ash Street

JL – The owners have proposed a closing date of April 6. We are working with the Title Company to see if that is feasible. We will need a Resolution approving the purchase of the property according to the terms of the Contract and authorizes the Chairman to sign associated documents.

Approve the Resolution that approves of the purchase and authorizing for the Chairman to sign documents associated with the purpose purchasing 512 Ash Street. MA – store a copy. DK – Motion to approve the resolution. Second – CPN. Approved unanimously.

MA – Follow up with property owner and stay with the original contract terms. We are comfortable with delaying the closing to allow them sufficient time to clear their property from the building. The Title Company may not be able to set up the closing for April 6th.

Note: Double Underlined items indicate attachments.



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Resolution authorizing the purchase of the property according to the terms of the contract.

2. Mill Project Update

i. Town / DDA Worksession

MA – Research the comparison under the original plan and the payout based on the two-story model. Will the property tax still generate the payment as anticipate? Research how the IGA is integrated with the Mill incentive package and how it might need to be updated.

3. District Expansion/Sustainability

MA – Provided an overview of the meeting with a property owner. There did not seem to be the benefits to the property owner and reservations. It also didn't appear that we would be able to offer beneficial services. MA – Follow Up with property owner.
BP – We should potentially reach out to properties to the West. MA – Follow up with Stacy Johnson regarding this issue.

G. Approval of Minutes from the Regular Board of Directors Meeting February 21, 2018 & Minutes from Special Meeting on March 12, 2018 – M. Ashby

BP - Motion to approve minutes as presented. Second – CPN. Approved Unanimously.

H. Report of Bills (Total invoices: \$12,876.22)– P. Garcia, M. Ashby

PG – provided an update on the bills. **DK – Motion to approve the bills as presented. Second – CPN. Approved Unanimously.**

I. Executive Director's Report – M. Ashby

i. Chimney Park FIP Extension

Jason Schaeffer provided an update on the Façade project. Staff provided an overview of the process. The easement will require involvement of the Title Company for the legal documents. The sign and awnings will need to be completed. Discussion of the improvements being completed on the Backlot and investment is being made. Concerns have included parking, but JS would like involvement. JS uses the back area to generate revenue. If there are any planning sessions to get stakeholders and business owners involved it would be great.

**DK – Motion to approve extension of the approval for an additional 6 months
Second – CPN. Approved unanimously.**

J. **COMMITTEE REPORTS:**

8:40AM

1. Marketing Committee – Meeting Notes

i. Wayfinding RFP

ii. NoCo Guide Ad pages

- Updates to the website will be made to reflect our affiliation with Colorado Main Street.
- Veterans banners are moving forward with coordination with Carlene Irion from the Legion. Previously we partnered with SERTOMA on partnering with the flag program.
- Marketing approved moving forward with the Wayfinding RFP.
- Publish 21 – A new publication to advertise to the entire Northern Colorado area. If the DDA bought a full page, a second page would be added at a discounted rate. The second page would enable local businesses to participate at less than half price. 50,000

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copies will be distributed to the 10 official visitor centers across the state as well as real estate firms working with new people moving in. Lynn with Publish 21 will work to cultivate the businesses. This would advertise our community outside of the local circulation. It would have a longer shelf life. DS – Its something that we can point out that we're bringing to local businesses. CP – What happens if we don't get enough ads to fill the space. MA – What are publication deadlines? KM – April for a June publication. CPN – This went over well the last time we provided advertising space. BP – What's the DDA's cost? KM – The maximum would be \$3,595 and the additional space would be sold to businesses at a reduced cost. The DDA would subsidize by creating the initial commitment with ads for \$275 for 1/8 page ads.

CPN – Motion to approve and expenditure of \$3595 for the NORCO magazine. Second – BP. Approved unanimously, with KM abstaining from the vote.

2. **Parking Committee – Meeting Notes**

MA – Provided an overview of the parking opportunities. JL – Will provide an update for the next meeting (second Wednesday of the month.) BP – Working with property owners may be somewhat difficult. The Post Office isn't taking care of their property. Liability issue aside, the maintenance is a bigger concern. Striping needs to happen every year and filling cracks can be upwards of \$5000 per year. The DDA would likely need to consider some annual maintenance cost sharing. JL – The liability is probably not a major issue, but will look into it. If you could start a program that would help to provide an incentive program. KM – Do most folks have signs restricting parking? BP – I now have signs that restrict after hours parking. The lot next door is now full because there is not a restriction. If you signed it for parking after 5PM and weekends, folks would likely use it. CP – During the day its business owners. Our lot isn't striped. DS – May be an option to allow parking during business hours during the day. MA – Explore some options for a per space cost allocation and parameters for a program.

Crossing – Staff will be working to set up a discussion with Town Staff and then following up with CDOT. KM – Crossing at 5th and Main would be a high priority. If there's a cost, I think the Town would be willing to work with you on implementation. MA – will send out a request to CO Main Street communities for creative designs. KM – Please also include consideration of the 4th and Main Crossing as a priority.

MA – Send Jon Schallert info in WY to the Board.

K. COMMUNICATIONS & NEWS:

BP – The smoke shop has vacated their space.

MA – Follow up VFLA regarding Brunner property.

L. Adjourn

9:00AM

CPN – Motion to Adjourn. Second – DK. Approved unanimously at 9:12AM.

BK – Check in with Kailee to update Constant Contact Template. Specifically, board members and leadership roles.

BK – Please get recordings from recent meetings and transfer them to the drive. Delete anything older than 90 Days for recordings of Executive Session.

Note: Double Underlined items indicate attachments.