



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

April 18, 2018 | 7:30AM– 9:00AM

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

Approved Minutes

Attendance: Dan Stauss, Dean Koehler, Kristie Melendez, Craig Petersen, Cristin Peratt, Brent Phinney (arrived at 8:07AM)

Excused: Sean Pike. **Staff:** Matt Ashby. **Guests:** Steve Shroyer, Jason Schaeffer.

A. Call to Order 7:30AM

B. Roll Call

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

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

Recommendation to bring item I. i and ii up to the beginning. **DK moved to move the items. CPN – Second. Approved Unanimously.**

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

KM – Motion to enter into executive session. DK – Second. Approved Unanimously at 8:10AM.

CPN – Motion to close executive session at 8:34AM. Second - DK. Approved Unanimously.

F. KEY INITIATIVES: 8:15AM

1. Backlot Boardwalk Update

i. Development Design Process Update

Discussions have been ongoing with Brinkman and the Legion. Anticipating additional meetings and reviewing potential alternative locations for the legion. We also anticipate applying for grant funds for any environmental studies for the site.

Note: There is a trailer with a flat tire on the DDAs property. (May be the Border?) Using the lot as free storage. There's an extension ladder that appears to be a safety issue.

Will the parking lot be temporarily striped this year? **Matt: Follow up with public works on cleanup. Request that the police chief go through the Backlot to note violations. This would give the DDA an understanding of the issues in the area. The DDA may want to consider a posted sign prohibiting overnight parking. (Follow up with the Police Chief.) Add to next meeting agenda and have the Chief report out with a violation summary.**

ii. Closing Date Update for Purchase of 512 Ash Street

No updates.

2. Mill Project Update

i. Town / DDA Worksession

SS – Provided an update on the Mill project. The developer has cut loose the architect on construction drawings to submit to the Town. The Tavern in the basement and brewery concept are still anticipated. Restaurant space on the first floor is being pursued, approximately 1,800sf with adjacent patio space. Second

Note: Double Underlined items indicate attachments.



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story office tenants are being pursued. Blue Ocean is reviewing the agreements now. If everything moves forward smoothly, construction is targeted to begin in August with completion in Spring of 2019.

- ii. Process for Review of Agreements
Agreements will need legal review by Town, DDA, and developer attorneys. All documents will be approved by the respective governing bodies similar to the process utilized when the last set of agreements was reviewed.

3. District Expansion/Sustainability

- G. Approval of Minutes from the Regular Board of Directors Meeting March 21, 2018 – M. Ashby
DK – Motion to approve minutes as written. Second - CPN. Approved unanimously.
- H. Report of Bills (Total invoices: \$12,876.22)– P. Garcia, M. Ashby
Request that there not be an interim review with the Town Staff. Finance should be requested to complete the transaction directly from Matt. **Matt – Check in with Dean Moyer for streamlined process.**
- I. Executive Director’s Report – M. Ashby
 - i. Chimney Park FIP Closeout
 - ii. 501 Main FIP Review
MA: Provided an overview of the application, including a summary of the relationship of the proposal to the design guidelines. The current brick is not the original and cannot be restored. Therefore, the question regarding painting of the brick does not seem to be relevant to the proposal.

Steve Schroyer presented precedent images of ideas they used to consider development of the building. Because restoration of the building historically wasn’t possible, they thought that pursuing a more modern design would be appropriate. Colors are more of a smoky black rather than jet black. The south end of the east elevation would also be a great spot for a mural as well to be considered in the future as a similar concept to the mural on the front. The building owner was amenable to include this concept.

Discussion of including the South elevation.

CPN - Motion to approve the FIP application for grant up to \$25,000 per the program guidelines. DK - Second. Unanimous Approval.

Crosswalk design discussion – Staff have provided research and completed a discussion with town staff regarding the process. DDA Staff would look to develop a scope of work and request cost estimates from possible firms. **Matt: Move forward in soliciting costs estimates for next meeting.**
 - iii. Chimney Park Façade Update
JS – The sign is up and looks great at night. There were some complications with the installation of the sign due to structural issues. Staff have received the image of the sign and the final invoices. **Staff will direct legal staff to process the façade application. Once the façade easement is recorded, staff will request payment to be issued.**

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J. Wayfinding Project

i. Proposals for Review

Matt provided an overview of the proposals. The Board discussed the option of conducting interviews. The high cost eliminated one. Another appeared to focus more on trails and open space. The group was most comfortable with CB Designs and Russell-Mills and would like to conduct an interview. **Staff will schedule interviews for May 9th.**

K. COMMITTEE REPORTS:

8:40AM

1. Marketing Committee – Meeting Notes

After the next meeting, we will look to wrap Marketing into the main Board Meeting.

L. COMMUNICATIONS & NEWS:

1. Main Street Conference Update – D. Stauss, M. Ashby

Dan – Summary of conference. It was a valuable experience. There was one session on how to create small business success every day. The community had a \$500 sponsor for events and give-aways. The SPDA is big on this event to help out with the event to push. Each business can sign up to get additional Swag. Jefferson Main Street in Iowa. They host a “chocolate stroll” as an event where each biz provides some chocolate attraction. The discussion after the session was great to hear what other communities could do as well.

Another session provided interactivity to engage citizens in what they want. For vacant buildings, they hosted a “I wish I was...” campaign. Post it notes were provided to give people the option to talk about what they would like the space to become. Feedback would be great. Also discussed incubator options to pair two businesses together.

The third session was about recruiting businesses to the downtown. We ate at a business that had hydroponics in the basement for salad greens, they were raising fish, had a butcher, and upstairs included an art gallery component. That got us thinking about identifying business concepts to start recruiting. The idea would be to develop a presentation packet to pitch the downtown to business owners that would be a good fit for Windsor. This would give us a more proactive way to shape Windsor into something unique.

Another session was on façade materials. It was a bit more technical.

Matt – Make sure that there is a process for posting the agendas on time to the DDA Website.

Training – Would be in favor of using the Main Street scholarship funds for Jaime and Dan’s attendance at the Destination Marketing session in Laramie.

May 27th – Safety Fair, Commemorating 10-year anniversary of the tornado. Encourage businesses to stay open and encourage shoppers. 5:00-7:00PM. **Advertise the event to our businesses.**

Farmers Market – will happen on Saturdays, Artesian Market will be on Thursdays. We’re not sure if we will be able to sponsor both. Businesses should be aware. **Staff – Create a list of ten ways to capitalize on summer events. Use as part of our next Block Captain handout.**

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Matt – Follow up on Board Vacancies schedule to prepare board for recruiting new members. (Add to block captain handout/update.)

BP – The old dentist office is moving out, new building owner, and a new business will be moving in. Yuppi Puppy moved across the street to next to the 7-11. A new salon? Moved into the old Yuppi Puppi space.

M. **Adjourn**

9:00AM

DK – Motion to Adjourn. CPN – Second. Approved unanimously. Adjourned at 9:40AM.

Further Action Items Discussed -

Create a report on overall financial status. Get the amount of property tax the Hearth is now paying.
Update the quarterly block map.

Update minutes and board agendas on the Website.

Website – Let's change the "Marketing Committee" a general committee that covers Marketing & Design.

Note: Double Underlined items indicate attachments.