



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

April 10, 2019 | 7:30AM– 9:00AM

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

Attendance: Dan Stauss, Dean Koehler, Heidi Washburn, Sean Pike, Dan Brunk, Brent Phinney, Kristie Melendez.

Staff: Matt Ashby, Josh Liley. **Guests:** Kristin Cypher, Jay Hardy, Tina Hippeli.

Approved Minutes

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

BP – Motion to approve as presented. DK – Second. Approved Unanimously.

E. Wayfinding Update (30 Mins) – K. Cypher

Kristin Cypher presented an update on wayfinding including visuals that helped to place the scaled signs in several locations in Downtown. The archway element design includes corten steel columns and the arched glue-lam is wood. The steel columns are more costly and could be replaced with wood. The wood portions would require a measure of maintenance. The “Downtown Windsor” lettering would be lighted from behind with a soft glow. Direction – The sign illustrates “Shopping, Dining, Discovery, etc.” The board would like to eliminate this element. Any accent colors will need to match the blue in the updated logo. BP – What’s the cost of converting the wood glue-lam to steel? I’m concerned about the costs and long term appearance for maintenance. KC – We can specify powder coated aluminum to reduce the cost and weight. **KC will provide an alternative with cost estimates on both options.**

- Install of the arch could be as much as \$60K.
- Gateway Posts are approximately \$20K each and would direct to several locations.
- Kiosk Signs - Low profile would \$15K
- The Directional Signs would be placed further out in the community to direct people into the downtown. \$12K.
- LED Message Board - \$15K

Next steps would be to review the pedestrian map and the locational map. Final draft plan would be available at next month’s meeting. Discussion of having all four corners of the intersection at 5th/Main to emphasize the intersection. **Request to explore a gateway concept for the East end of the District.** Board is interested in the “W” Windsor art concept.

Discussion of changing out some of the trees to explore a taller columnar tree that wouldn’t block the signage. Exploration of a custom light pole design matching this system would be desirable with options for hanging flower baskets.

Matt will present the information to the Planning Commission after the May meeting.

F. KEY INITIATIVES: **8:00AM**

1. Mill Project Update – No Updates

2. Backlot Boardwalk Update –

Jay Hardy presented an update on the Backlot project. The Legion held a meeting to discuss the project and expressed concerns regarding the costs, which increased due to construction

Note: Double Underlined items indicate attachments.



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costs. This provides the DDA with a clear path moving forward. Brinkman will need to terminate the contract on the Legion property by the end of the week.

JH presented options for developing the Town Public Works block around the Legion property. There are options to integrate site circulation, or to work completely around the Legion property. For this footprint to work, the building would need to be 5-stories. The height of the building doesn't impact the neighborhood as much because it fronts 7th Street rather than Ash. Jay recommended the Board visit the Foundry in Loveland as the massing would be very similar to those buildings. 2,300SF of Commercial, 6 units of Live/Work, 75 units. Additional commercial could be developed in the future on the block if the Legion plans change in the future. The net change in building program is a reduction in Commercial space on the block.

Brinkman explored the conceptual option of building on 512 Ash (with parking being preserved on the Public Works Block.) There are some challenges with parking this concept due to backing out of the building. If Ash Street was vacated and developed into more of an activated alley might be a way to address this concern. The design would also need to consider access to the adjacent properties to the south. A retail space would anchor the 5th Street side with a possible restaurant space. The downside of the parking scenario is that this option would shift the parking one block further west to the Public Works Block. 75 units, 2,300 sf retail and discussion of a food truck locations as well.

The DDA Lot concept has been revamped with three buildings. The west side could include a 2-story commercial with a 7,000SF footprint (nearing 15,000sf total with both stories). Retail on the ground floor and probably office on the second floor. The middle building would be residential at 3-stories and 38 units, tuck under parking. The west building is much smaller and single story to preserve views to the lake. JH identified that the east building and residential would be first to be absorbed by the market. The larger commercial building might take longer because it would require more committed tenants/leased spaces before construction could move forward.

BP – I like this option. TH – Could you weigh in on the residential concept between Town Public Works or 512? BP – I like building on the TPW block and preserving the option for future construction on 512.

JH – On the DDA lot, are folks comfortable with adding more commercial but being patient. It won't happen right away. BP – General consensus of the board appreciates that fact. I think that once construction starts, the commercial will follow shortly after.

DS – Would you start with the DDA or TPW? JH – We would want to complete both. The key is to get the numbers to work and exploring efficiencies. DS – The TPW block seems to be the best place for 5-stories.

MA – Does the DDA Board have reservations with either the east or west block? DB – I would like to see a plaza space between the East building and residential. TH – We would anticipate that both the endcaps would have patio spaces and could shift.

JH – From a block layout concept, we're hearing the DDA is comfortable with this approach. For the residential, the preference would be to focus on the TPW rather than 512 and preserve 512 for parking. BP – If there's any location in town that's appropriate for 5-story, this is it. JH – I recommend a visit to the Foundry in Loveland which has an identical

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situation with 5-story immediately across the street from single story residential. The larger building was completed in November and its already 94% filled.

JL – We will need to consider how the 4th Street building is handled. JH – Our preference would be to continue moving forward under the current agreement. **We will need to discuss with Town. Preference would be to move forward with a formal development agreement.**

3. District Expansion/Sustainability – No Updates

G. Approval of Minutes from the Regular Board of Directors Meeting March 20, 2019 – M. Ashby
HW – Motion to approve as presented. DB - Second. Approved unanimously.

H. Report of Bills & Financial Report – M. Ashby – Will be provided at next meeting.

I. Executive Director's Report – M. Ashby

i. Windsor Summer Events Sponsorship

MA – presented the sponsorship package. Market will be on Saturday mornings and will be combined artesian and farmers market. Last year's sponsorship was \$500 for the Market and \$500 for the Concert series. KM – Would there still be the option for setting up a table? This was a good way to communicate with residents. We have bags left that folks could use in shopping at the market.

**Update the Rack Card and print additional.
Complete table manning schedule. Locate banners.**

HW – Was the table only at the Farmers Market? It might be good to have a table at the Taste of Windsor event. **Explore option for table at Taste of Windsor event.**

**DK – Motion to Approve \$1000 sponsorship (\$500 for each). HW - Second.
Approved unanimously.**

ii. NoCo Guide

MA – Presented a overview of the advertising opportunity. The sponsorship gave a page filled to business advertisements at a reduced rate. Approximately 40,000 were distributed across the state. Total cost is \$3,595. HW – I think it's a good way to provide exposure to Windsor. SP – We try to do the coupons and maybe got one or two. DB – A digital component would be good as well. HW – I think it would be good to be featured. DS – I agree we could be left behind if we don't participate. I also wonder if the Mill would want to participate. An this provides a direct benefit to businesses. **HW – Motion to move forward with the NoCO Guide. DK - Second. Approved unanimously.**

J. **EXECUTIVE SESSION:** **8:15AM**

Executive Session for the purposes of:

Regarding redevelopment of the backlot properties in collaboration with the Town and Brinkman:

1. To determine positions relative to matters that may be subject to negotiations, to develop strategies for negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).

The board identified that there was no need for an executive session today.

K. **COMMUNICATIONS & NEWS:**

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1. Downtown Colorado Inc – Aspen, April 9-11

Matt spoke with the Greeley Tribune and provided information about the DDA for a future article.

Discussion of the banners. There might be an opportunity to update the banners. **KM will investigate.**

Coordinate Town Ad and new logo with sponsorship package. MA – Schedule Marketing meeting in conjunction with next Brinkman meeting. KM – Another edition of the Windsor Matters will be going out. Next printed version in the Fall. Both digital and printed edition. MA – Send newsletter to Town PIO.

Dan – Reviewed some of the talks from the National Main Street Conference. The Google session provided an overview of the tools available. MYBusiness App has a lot of opportunity. If the DDA is interested in sponsoring. Faidley's Seafood – example online. Includes Google Maps link and Facebook interviews. Heidi identified that her experience with the optimization has been very positive.

Dan – Another session he attended was Nordstrom, Starbucks and Etsy are talking about deliveries direct. If people can use Google properly, we can develop a strategy to combat the big chains.

MA – Request that Colorado Main Street consider assisting with attracting a Google support session in Colorado.

Dan – Additional session discussion on building relationships inside buildings for working with architects and attracting unique businesses. Identify the rallying flag and the culture that you want to stimulate. The link is community-first. Also, there was a session of making your store appeal outside to inside.

L. **Adjourn**

9:00AM

HW - Motion to adjourn at 9:35AM. DK – Second. Approved.

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