



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

October 17, 2019 | 7:30AM– 9:00AM

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

Agenda

Board: Dan Stauss, Dan Brunk, Kristie Melendez, Brent Phinney, Heidi Washburn, Dean Koehler. Staff: Matt Ashby, Josh Liley.

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 None. **Moved as presented KM. Second HW. Approved unanimously.**

E. EXECUTIVE SESSION: 7:45AM

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).

Motion: Enter into executive session. BP. Second DK. Approved unanimously at 7:35AM.

Motion: Close executive session. BP. Second HW. Approved unanimously at 7:44AM.

MA: Talk to Planning about platting requirements.

F. KEY INITIATIVES: 8:15AM

1. Mill Project Update – M. Ashby
The Windsor Mill Tavern opened and has been a huge success. Cacciatore is open, including lunch Tuesday – Saturday and dinner. A lease has been signed for the brewery - Peculierales Brewery.

Discussion of the property tax assessment, protest. Under the development agreement, there is provision that if there is a valuation protest, there are some implications on annual payments. Staff and attorney are working through the details.

2. Backlot Boardwalk Update – M. Ashby
 - i. Brinkman Agreement Drafting - Status Report – Draft has been sent over to Brinkman for review. Next steps will be determined when they return with any comments.
 - ii. Demolition RFP Update – Have updated. Attorney is working through making the RFP new language consistent with the updates. A new version should be published later this week.
 - iii. 512 Ash Site Plan (Transitional Parking) - Next steps to establishing the transitional parking will be to complete a site plan in preparation for completing the construction next spring. MA – Complete site plan utilizing Ayres staffing.
 - iv. Undergrounding Update – The initial design for the alley undergrounding has been completed. We are coordinating with the Alley designer. **MA – Ask Xcel if undergrounding on the 500 Block would be more efficient. Consider requesting a design for the 500 block to determine if it would be efficient to construct at the same time. Revisit with Alice Jackson/Lucas McDonnell the meter/service. The**

Note: Double Underlined items indicate attachments.



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Mayor recalls a statement of committing to a program that Xcel is heading toward that would include those costs.

- v. Alley Design Update – Discussions with adjacent property owners has been completed. Design will be tracking toward a November cost delivery to help support the DOLA grant.
 - vi. DOLA Grant – A resolution will be required from the Town. The Town will be the primary applicant. Staff are pulling together the necessary information to proceed.
3. District Expansion/Sustainability – No Updates
- G. Approval of Minutes from the Regular Board of Directors Meeting August 21, 2019 (No Regular Board Meeting in September), Special Meeting September 11, 2019. – M. Ashby
Motion to approve. DB. Second. HW. Approved unanimously.
- H. Report of Bills & Financial Report – M. Ashby
Motion to approve. HW. Second DB. Approved Unanimously.
- I. Executive Director's Report – M. Ashby
1. 2020 Budget & Schedule, Draft Work Plan – MA – Presented updated version reflecting discussions at the Strategic Planning Meeting. Discussion included increasing the Wayfinding fabrication to \$125,000. Also adding the Parking Study Update to the text description. Total remainder following expenditures is \$206,000 for roll-over. *(Note: during follow up with Town, accounting was adjusted, resulting in a lower roll-over.)*
 2. Pedestrian Sign Management - MA presented the concerns of the Town staff and the status of the signs. Following several hits, two of the signs are nearly demolished. The signs are currently down until the Halloween weekend and will then be reset prior to Thanksgiving through Windsor Wonderland. The Town staff has concern that the signs are getting hit too much and would like to see them only used for special events. DB – I think the signs really help when they are up. (General agreement from several members of the board.) HW – The signs heighten the awareness of crossings. KM – I think if we stick with it, we might have trucks find an alternative route. Having a more in-depth discussion with the Town. Safety is an important function of the Town. Picking up a sign is better than picking up a child. What we're doing here provides a safety measure for all people. There are a lot of events year-round. Let's trouble-shoot and partner. **MA – Include in the newsletter an update. Consider a survey card to get feedback from pedestrians.**
 3. Wayfinding Update – Discussion of difficulties working with the contractor as she is managing family health issues and is now out of state. KM – we have been empathetic with the delay. We want to have a final report by November 1, 2019 or we will move on to other alternatives. **MA – Communicate deadline. JL – Research contract as to steps on termination. MA – Check with secondary preferred contractor on picking up the project.**
 4. Chocolate Walk Event Proposal – To be discussed during Marketing Committee meeting on Wednesday October 23.
 5. Parking Study – Data Collection: The Town has initiated an update to the 2012 parking study. A meeting was held in early October to determine an approach to the overall project. The first suggested step is to update the data from the prior study and then see what additional information might be needed. **MA – Check to see if we can restripe the parking on 4th Street in front of the Garage Bays?** Discussion included how the “park late” program model could

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be changed to just provide the model for how owners and parkers could make an arrangement. The Town will be issuing an RFP and leading the study, but would like the DDA to partner in sharing the costs. **Motion: DK - Approve up to \$25,000 to collaborate with the Town to fund a parking study. Second. HW.** KM – Is there any opportunity to survey pedestrians on the crossing to find out if the signs improved the overall conditions.

J. **COMMUNICATIONS & NEWS:**

1. Monday Oct. 21 – Colorado Main Street Annual Visit - 4 – 5:30PM, Windsor Mill Tavern.
2. Monday Oct. 21 – Budget Work Session with Town of Windsor – Time 6:00PM, Town Hall.

K. **Adjourn**

9:30AM

Moved to adjourn. DK. Second. HW. 9:34AAM

Marketing Committee Update to follow.

Joel and Kim from TownSquare provided an update on marketing for Elf Hunt.

- Create awareness, streamline voting process, maintain flow of customers, recognize growth.
- Geo-targeting people who have been downtown recently.
- We can revisit media to people a few weeks after the event.
- Holiday music station as a target.
- Apps are targeted as well.
- Banner ads on website.

Geo fencing could be targeted to year-round activity. Very inexpensive downtown marketing.

MA – Add to next agenda, check in regarding board vacancies.

MA – Add closure of Checking account to next agenda.

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