



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

January 22, 2020 | 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. KEY INITIATIVES: 7:45AM**
1. Mill Project Update – Incentive Payment Review Status
 2. Backlot Boardwalk Update
 - i. Brinkman – Draft Agreements Status
 - ii. DOLA Grant – Alley
 1. Authorization of Chairman to approve professional services to complete a plat map
 2. Authorization of Chairman to approve professional services to complete a one-line drawing in support of undergrounding project
 - iii. 512 Ash Utility Removal Costs
 1. Authorization of Chairman to approve
 3. District Expansion/Sustainability – No Updates
- F. Approval of Minutes from the Regular Board of Directors Meeting December 20, 2019 – M. Ashby
- G. Report of Bills & Financial Report – M. Ashby
- H. Executive Director's Report – M. Ashby
 - i. 500 Main Street – Streetscape Improvements Assistance Options
 - ii. CO Main Street Mini Grant
- I. COMMITTEE REPORTS: 8:30AM**
1. Marketing Committee –
 - i. Elf Hunt/Small Business Saturday Results
- J. COMMUNICATIONS & NEWS:**
1. Joint Town/DDA Worksession – February 12, 5:30PM, Town Hall
 2. National Main Street Conference – Early Bird Registration Ends 1/31/20
 3. Downtown Colorado Inc Conference – April 14-17 Colorado Springs
- K. Adjourn 9:15AM**

Note: Double Underlined items indicate attachments.



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Minutes

Attendance: Dan Stauss, Heidi Washburn, Kristie Melendez, Sean Pike, Brent Phinney. **Excused:** Dan Brunk. **Staff** Matt Ashby.

- 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 – **Motion to Approve BP, Second SP. Approved Unanimously.**
- E. KEY INITIATIVES: 7:45AM**
1. Mill Project Update – Payment Update, Façade Easement Status. MA – Staff are confirming the expenses associated with the Mill and are working toward readying payment on the up-front public improvements. Once the Façade Easement is recorded, payment on the façade portion will be paid out. BP – We don't need to review the information. Please coordinate with Dan to review prior to payout.
 2. Backlot Boardwalk Update
 - i. Brinkman – Draft Agreements Status – MA several discussions were held last week regarding the agreement. Additional financial analysis should be completed before the holidays to confirm associated costs. Final agreements should be ready in January with a work-session anticipated in that timeframe. PH – Regarding the parking, we want to make sure we are reasonable.
 - ii. DOLA Grant – Alley, Design RFP Timing – MA The grant is under review by DOLA. We will be meeting with the Regional Rep this week to confirm. Go ahead on an issue the RFP for design. BP – Discussion of the cost associated with the match. KM – There could be a benefit to the Town based on the proximity to Boardwalk Park. There is mutual benefit.
 - iii. 512 Ash – Utility Discussions – MA – Provided update regarding discussions with Xcecl. **BP – Can you talk with SafeBuilt and find out if new panels might be required to meet code.** BP – Likely an electrical engineer that would need to complete this work like RLH engineering.
 3. District Expansion/Sustainability – No Updates
- F. Approval of Minutes from the Regular Board of Directors Meeting November 20, 2019 – M. Ashby Motion to Approve. DK, Second BP. Approved unanimously.
- G. Report of Bills & Financial Report – M. Ashby – No report.
- H. Executive Director's Report – M. Ashby
 - i. Ayres Associates – Contract for Services 2020
MA – Presented an overview of the contract. BP – Note that the bottom line of the contact needs to be updated to reflect the correct amount. **Move to Approve not to exceed \$78,560 for general services. BP, Second DK. Approved unanimously.** Matt noted that all on-call project categories will be rolled forward with the addition of Cosner properties as that moves forward.
 - ii. Discussion of CO Main Street Mini Grant

Note: Double Underlined items indicate attachments.



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1. Option of adding benches, bike racks to 600 Block. Matt – Price out fixtures. Invite owner to meeting. Complete Business Profile. Offer FIP program.
 - iii. Chocolate Walk Update/Direction
 1. MA – Contractor decided not to bid. KM – Will find another contact. Let's pass on the event this year.

I. COMMITTEE REPORTS:

8:30AM

1. Marketing Committee
Tourism – Legends Sports Park is moving forward. Matt to complete narrative. Contact Main Street to get Sheryl Trent back in.

A discussion regarding concerns with the Post Office will be held at the Recreation Center on January 21 5:00PM – 6:30PM.

An entrepreneurship program is being explored to allow for discussions to take place in support of business. Watch for more information soon.

J. COMMUNICATIONS & NEWS:

National Main Street Conference – Dallas, TX | May 18-20

K. Adjourn

9:15AM

Motion to adjourn. BP, Second DK. Approved Unanimously at 9:15AM.

MA – Visit Kristin Block at Fusion Lighting. (Board Member Interest.)

Note: Double Underlined items indicate attachments.



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Executive Director Report

Date: January 22, 2020
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: January Report

Meeting Summary:

The Backlot, and year-end closeout were primary focuses this month. Time was spent advancing the Backlot project, reviewing developer comments regarding the draft incentive agreement. Additional time was spent following up on tasks related to the utilities at 512 Ash, and undergrounding of utilities in the 400 block. Several discussions regarding the Brinkman agreements were conducted, and documents are approaching the point where they will be ready for consideration by the Town and DDA boards. Additional business visits were conducted to pick up Small Biz Saturday Elves and also distributing information on the Small Façade Improvement Grant information. Staff also worked to review eligible costs for the Mill to aid in moving forward to paying out the first portion of the project incentive.

The following meetings occurred between December 13 – January 16, including:

- DDA Board Meeting – December 18
- DOLA, Alley Grant Review – December 20
- Elf Hunt Wrap Up, Biz Visits – January 10, 13
- Brinkman Agreement Review – January 13
- 500 Main Property Owner Meeting – January 15
- Interview – Greeley Tribune – January 16

Billing Breakdown (As of 12/13/19):

General (Year-End) - \$59,418 = 79% of Budgeted \$75,560 (with 100% of year completed)

Backlot (Year-End) - \$32,121

Mill (Year-End) - \$1,795

Brunner (Year-End) - \$2,253

DOLA Grant (Year-End) - \$7,347

Anticipated Workload December-January:

- Brinkman Development Agreement Finalization
- 512 Utility Removal Demolition Bidding and Site Planning for Parking
- Wayfinding Plan – Redirect
- Undergrounding Design, One Line Drawings
- Alley Grant Follow Up, RFP for Construction Design

Current Initiatives:



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Mill – Complete construction costs have been delivered to staff for review. We have reviewed to ensure that all provisions of the agreements are met. Staff will be reviewing with the Town and then proceed with payment shortly.

Finalization and recording of the façade easement will be forthcoming.

It was brought to the attention of the DDA that a lease has been executed to place an event/wedding venue in the upper floor of the Mill. Several property owners have expressed concerns regarding parking in the area. Town staff are evaluating whether there are any regulations that would apply to the proposed use.

Backlot –

Brinkman: Comments on the draft agreement were reviewed jointly by Brinkman and Town/DDA Staff. Updated financials are available. A joint work session with the Town to confirm the final direction has been scheduled for February 12, 2020 at 5:30PM. Following this work session, we anticipate a formal set of agreements could be reviewed by both bodies in late February/Early March.

512 Ash: Staff requested information from Xcel regarding the removal of utilities. They responded that we could not hire our own contractor to complete that work. In the time it took to track down this answer, the quote for the cost expired and Xcel needed to recalibrate the cost estimate. The exact cost may not be available in time for approval at the January Board meeting. Staff recommends authorizing the Chairman to approve the expense so we can continue moving forward. The total is approximately \$10,000.

Staff have developed a site plan for the transitional parking area and have confirmed with Town Planning that the angled parking could be an option. We are working to identify how much detail needs to be provided with the site plan in terms of construction drawings.

Alley Design/DOLA Grant: The alley grant was completed and submitted December 2. Town Staff were critical in completing the application, working through the online portal with DOLA. We met with the regional director of DOLA to review the application – he indicated that competition for funding will be strong this cycle, but that Weld County is one of the most energy impacted areas of the state, which helps our chances. The help bolster our grant, we will need to identify where our project match will come from. We anticipate needing to solidify the grant match of \$800,000. This will be a topic of discussion during our joint meeting with the Town.

Staff have also completed an RFP for the Construction Drawings – issue date is January 16 with a deadline of February 12. Selecting a consultant in advance of a decision being made by DOLA regarding the grant could help to streamline the design process. This advance step may also help in demonstrating the readiness of the project. A hearing with DOLA is required and is anticipated March 17-19. Representatives from the Town and DDA will attend to present the project and address any questions.



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As the project moves forward, we will need to replat the alley and right-of-way. Staff have received at least one cost estimate for the completion of the map and anticipate a second soon. To help in moving this project element forward, we suggest authorizing the Chairman to execute a contract for the lowest responsive bid.

Utility Undergrounding: Communications are ongoing with Xcel. We have been asked to complete a one-line drawing describing the electrical service between the transformer and the building. Staff have reached out to several contractors to secure estimates. In an effort to continue progress, staff would request the Board consider authorizing the Chairman to proceed with the lowest responsive bid once all estimates are received.

Brunner

No Updates.

Parking / Crosswalk / Plantings

Parking Study – Interviews of applicants selected for an interview beginning the week of January 20, 2020. We anticipate final selection the week of February 3, 2020, and contract approval in February, 2020. The study should take approximately 12 months.

Wayfinding Project

Staff received some communication from the original contractor, however several dates for calls have been upheld by the contractor.

Business Engagement

Small Biz Saturday/Elf hunt – Overall, we had approximately 40 entries in the program, and upwards of 440 individual store visits logged as part of the program. It is unclear whether the radio advertisement increased participation. General feedback from businesses was positive.

500 Main Street – The new owners have closed on the property. They were able to complete the Environmental Studies without the assistance from the EPA Grant. Staff have presented information on the Façade Improvement Program. One question is whether there is any assistance available for streetscape improvements. Due to the changing nature of the business from auto repair to retail/restaurant, the sidewalk will need to be rebuilt and reframing of the on-street parking to accommodate additional spaces.

Business Feedback – The Town received and shared the concerns of a business owner in the 600 Block of Main. Staff dropped off some initial information and have sent a response with additional information about assistance options. The Town is reviewing costs/logistics of extending electricity and holiday lighting to the block, as well as some maintenance activities in the alley.

New Business – A yoga studio and massage clinic have opened on 5th Street across from the Art and Heritage Center. Two new businesses are open in the Annex building of the Mill – an interior designer and photographer.



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Business Inquiry – DDA staff will be meeting with a property owner who has received inquiries as to how to best market their property. We will be answering some questions and identifying additional resources available at the Town.

Lodging/Tourism

Staff have completed a summary of goals associated with the lodging tax to share with possible champions. Next steps will include having the Town identify a public champion to move the topic forward.

Branding

Nearly all the Windsor Stickers have been distributed. The DDA should consider an additional order. With Small Business Saturday, many of the tote bags have been distributed. Consider producing new bags for 2020 with the destination branding.

Main Street

The Main Street Mini Grant was extended. Due to the timing on the installation of the corner plantings at 5th/Main, the funds will need to be redirected to a different project by the DDA. We have \$5000 from 2019 and an additional \$5000 from 2020 to utilize. The benches cost approximately \$1,500 each. We will confirm support for the project from DOLA and move forward with identifying locations for the new benches.

Action Checklist Review:

New Items –

- MA – Provide business listing periodically to the board to review and update. Quarterly. (Inventory and communication sheet is updated. Web updates are completed.)
- MA – Circle back with the Town to take the lead on the Lodging Tax. (To Do)
- MA – Check on Platting Requirements for DDA Property. (Completed. Costs Received.)
- MA – Revisit meter/service questions with Xcel. (Completed.)
- MA – Pedestrian crossing feedback card. Include crosswalk info in next Newsletter.
- MA – Request restriping of spaces in front of 4th Street garage bays. (Request presented to owner.)
- MA – Add action item to next agenda authorizing closure of checking account. (Will close after 12/18 meeting)
- Contact Kristin at Fusion Lighting with Info regarding Board. (Completed.)

Carryover –

- MA - Update the Rack Card and print additional. (To Do - Discussed)
- MA – Talk to Stacy Miller to see if there's any information for Downtown Hotel. (To Do)
- MA – Research policies for food trucks on DDA Lot for future discussion. (Completed, Ready for Discussion)
- MA – Schedule conversation with Erlich and Marquardt. (Dean K. or Dan) (To Do)
- Identify Grants for Wayfinding Implementation (In process)
- Josh - Review the easement on the property and may issue a cease and desist letter for parking on the DDA's through lot. (To Do.)



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- Josh – Provide a 1-page form contract in support of the parking program. (To Do.)