



## WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

[www.windsordda.com](http://www.windsordda.com)

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### BOARD OF DIRECTORS MEETING

January 22, 2020 | 7:30AM– 9:00AM

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

**Attendance:** Dan Stauss, Dan Brunk, Brent Phinney, Dean Koehler, Kristie Melendez. **Staff:** Matt Ashby, Josh Liley. **Guests:** Jason Schaffer, Steve Schroyer, Aron Rustin.

#### \_\_\_\_\_MINUTES

**A. Call to Order 7:30AM**

B. Roll Call –

C. Public Invited to be Heard (*3 Minutes Per Person*)

1. *Steve Schroyer – Owner of Windsor Mill Tavern, employed at Hayden Outdoors. The Windsor Mill has provided a catalyst to bring people to the area. The bad news is that we’ve been so successful, and parking is limited. Blue Ocean is proposing to open a wedding venue and there are only 380 spaces within a reasonable walking distance. We added up the seating and we’re short about 250 spaces. That’s without the brewery open. Solutions – the single parking lot in the DDA Backlot would provide for parking. I’m concerned about losing that parking. I drove some guests down Main Street and they fell in love with the street. I see the parking possibly becoming worse than Ft. Collins and see a parking storm coming. The amount of people here and the funding available won’t be enough to fund a parking structure. The Elizabeth in FoCo is working well with creating structured parking. I know the Town is working on a parking study, but short of a parking garage, parking with the existing residents is difficult between 6-9 on a Friday night. I would hate to see something developed that would hurt the Town.*
2. *Jason Schaffer – Similar comments. We wrote a letter to Blue Ocean expressing concerns. Question regarding the Joint Work Session. A: It is regarding Town Public Works block and a secondary element of the Alley development. There are concerns regarding drainage, snow storage and the access to the DDA lot on the east side.*
3. *Ruth Anne Fetteralf, Susan Inniss – We own 411 Main Street and are looking at adding on to the building. We’re wondering about the parking situation. Trying to search for ideas on what might be good to develop.*

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board. Motion: Approve – DK. DB. Approved Unanimously.

**E. KEY INITIATIVES: 7:45AM**

1. Mill Project Update – Incentive Payment Review Status  
*MA - We have reviewed and will be recommending payment of the upfront incentive once the town is comfortable with the evaluation.*
2. Backlot Boardwalk Update
  - i. Brinkman – Draft Agreements Status  
*MA – Draft agreements have been reviewed and next steps will be to reconvene with the Town Board and DDA to review the latest information.*
  - ii. DOLA Grant – Alley
    1. Authorization of Chairman to approve professional services to complete a plat map – *MA – In preparation for the alley project, we anticipate that a replat of the alley property, town property and right of way will need to be replatted.*
      - a. **Motion: DK to approve up to \$5000 to complete the plat map. Second- KM. Approved unanimously.**  
**MA- proceed with plat map contract.**

Note: Double Underlined items indicate attachments.



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2. Authorization of Chairman to approve professional services to complete a one-line drawing in support of undergrounding project
    - a. Discussion – *Can this work be paid for out of the Undergrounding Fund? MA: Check in with Xcel. KM: I recently heard there were funds available for upgrades. Motion: BP – Authorize the chairman to complete the one line drawing with a maximum of \$5000. Second – DB. Approved unanimously.*  
MA- call Xcel
  - iii. 512 Ash Utility Removal Costs
    1. Discussion - Authorization of Chairman to approve up to \$12,000 if other options fail. Second – DK. Approved unanimously.
    2. MA: send notes regarding discussions to KM. Walk the representative around the property to confirm costs. Lucas McConnell.
  3. District Expansion/Sustainability – No Updates
- F. Approval of Minutes from the Regular Board of Directors Meeting December 20, 2019 – M. Ashby  
**Motion to Approve. DK, Second BP. Approved unanimously as amended. Change – Dean noted attendance.**
- G. Report of Bills & Financial Report – M. Ashby
  1. Approval of expenditures \$44,434.29. **Motion to approve – DK. Second – BP. Approved unanimously.** MA: Provided an overview of key expenses. Included Oct-Dec Ayres charges, and several other professional services invoices. MA: **Get Financial Report changed – Dan’s name spelled wrong.**
- H. Executive Director’s Report – M. Ashby
  - i. 500 Main Street – Streetscape Improvements Assistance Options. MA: *Eligibility for streetscape would be limited to non-grant projects but as a component of the overall increment. MA: Follow up with planning to see what may be required.*
  - ii. CO Main Street Mini Grant -
    1. *Benches should include a sticker or plaque listing DDA assistance. MA: Complete initiative. Explore option for similar concept for Façade Improvements. Similar option for construction signage. Design signage.*
    2. 2019 Mini Grant – Use toward new banners and backfilled with benches.
    3. MA: Schedule a Marketing Committee to finalize the design. Check on the calendar of when the banners get changed. Contact Dean for budget number.
  - iii. Use of Destination Logo – Design proof reviewed by DDA.
    - a. Lodging/Tourism – Staff created a summary of the discussions of how a lodging tax could be used in Town. JL: **Research what involvement the DDA might have in the issue. Check with Ian McCargar on prior election.** KM: I identified a member of the community who has been involved in the tourism industry. MA: **Provide a more detailed funding description – percentage split between the categories and the types of uses the fund could be for. KM: Schedule discussion with interested community members.**
- iv. **COMMITTEE REPORTS:** **8:30AM**
  1. Marketing Committee –

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- i. Elf Hunt/Small Business Saturday Results
- v. **COMMUNICATIONS & NEWS:**
- a. Joint Town/DDA Worksession – February 12, 5:30PM, Town Hall
  - b. National Main Street Conference – Early Bird Registration Ends 1/31/20
  - c. Downtown Colorado Inc Conference – April 14-17 Colorado Springs
- vi. **Adjourn** **9:15AM**
- Motion to adjourn at 9:36AM. DK. Second KM. Approved unanimously.**

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