



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

May 20, 2020 | 7:30AM– 9:00AM

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

Notice: due to health concerns related to covid-19, this month’s board meeting will be held by zoom. The general public is welcome to attend this meeting and may do so by zoom meeting, click on the link:

<https://us02web.zoom.us/j/85226587498?pwd=c1FsZnlwZmc3cHV3YzI2cExLeDgzUT09>

or by calling: 1-669-900-9128 | Meeting ID: 852 2658 7498 | Password: 587539

One tap mobile +16699009128,,85226587498#,,1#,587539#

MINUTES

Attendance: Dan Stauss, Dan Brunk, Dean Koehler, Heidi Washburn, Brent Phinney, Paul Rennemeyer.
Staff: Matt Ashby, Josh Liley. Guests:

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

Motion to approve as presented. BP. Second. HW. Approved unanimously.

E. KEY INITIATIVES: 7:45AM

- 1. Mill Project Update – No Updates.
- 2. Backlot Boardwalk Update
 - i. 4th Street – Committee Progress – MA: Committee meeting Friday, May 22.
 - ii. Consideration of IGA regarding payment of DDA portion of 4th Street Purchase (Action Required.) MA: This IGA structures the payment process for the arrangement between the DDA. Motion: Approve the IGA for the purchase of the 4th Street property. PH. Second DB. Approved Unanimously.
 - iii. Backlot Alley
 - 1. Alley Design
 - a. Mini Grant (Visualization) Proceeding
 - b. Ditesco – Targeted Scope of Services Review

DS: Would the irrigation be accessible? JB: That’s correct. They would be built with sleeves. DS: Would the pavers be strong enough for delivery trucks? JB: Yes, they are placed on a structural bed, typically concrete. DS: Would the pergola be tall enough for the trucks to get under? JB: Yes, it would be tall enough for delivery trucks to get under. JB: Presented a modified scope of work. There are many utility issues that are key to understand. We need to know locations to be able to then arrange the improvements to respond to the utilities. We would create a topo survey and then also work with the businesses to communicate about the project and identify functional needs. We want to have extensive conversations with the businesses. We would work on initial engineering designs. Russell-Mills will then take the urban design to a 30% design level. The last element is a cost element to get this to construction and include funding options.

BP: If we’re ever going to attract a developer to the Backlot property. Let’s pull the trigger and get to the phase where we have a clear picture. DS: I agree. DB: I’m in agreement, I don’t want to be sitting on this for another year. If its in the budget and we can make it work. DK: I agree. We need to be proactive. HW: I agree. PR: I like Dan’s feeling about moving forward and while being conservative is positive we need to spend our fund appropriately.

Note: Double Underlined items indicate attachments.



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JL: I've worked with this team. A possible motion is to approve the attached scope direct staff to complete contract, and authorizing the board chair to sign. Motion: BP, Second: DB. Approved Unanimously.

MA: Provide EDA as key initiative. BP: There's funds available,, we should go after it.

2. Plat Map – Update

MA: Staff will be working with the Town to process.

3. Xcel 1% Undergrounding Status Update

MA: The 1-line drawing is moving forward.

DB: Approached Eric Earlich regarding their property. Waiting for response. MA: Provide plat map to DB.

iv. 512 Ash Demolition

1. Demo RFP Published – Deadline June 5

MA: Provided update.

2. Site Plan Scope of Work (Action Requested.)

MA: Authorization of Chairman to execute a contract not to exceed \$9,500.

JL: Would this contract be with the DDA or Ayres? MA: It would be with the DDA. BP: I don't think we need to wait any longer on this item. It would be great to move forward should the park open. PR: The park events are looking to open in July. DK: Would this process include working through the Town's process? PR: Farmer's Market open June 20, Concerts potentially July 9.

Motion: DK: Approve Summit Engineering for a total fee not to exceed \$9,000 and authorizing DDA staff and attorney to amend the scope of work and authorizing the Chairman to execute a contract. Second: BP

Motion Approved unanimously.

MA: Finalize scope.

District Expansion/Sustainability – No Updates BP: Are we working with anyone currently. MA: No. BP: Does anyone know the property east of NAPA or where that project is? Does anyone have any contact? HW: We might have the phone number.

MA: Reach out to owners.

F. Approval of Minutes from the Regular Board of Directors Meeting April 15, 2020 – M. Ashby
Motion:

MA: Include Special Meeting minutes on next agenda.

Motion to approve: BP. Second. DB. Approved Unanimously.

G. Report of Bills & Financial Report – M. Ashby MA: No updates.

H. Executive Director's Report – M. Ashby

i. 500 Main Street – Façade Improvement Program – Grant Application

MA: Application is not complete. We will work with the owners to complete for next round.

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ii. Emergency Response Activities

DS: We've been working to get out with... Regarding the hand sanitizer, folks were very excited to be contacted and supported. I think its important for the DDA to bridge that gap. Many are scared about the future. Folks are hearing about support being provided by other cities and wondering what Windsor is doing. We need to use our budget to help our businesses to keep a positive atmosphere. We're all in this together. The other thing that was cool was linking our efforts to "shop local" and getting businesses to think outside the box. For Okole, we moved forward quickly.

Sidewalk Café Spacing – Staff have begun working on expanding options for patio spaces. MA: We are currently working to identify seating scenarios. MA: Would like feedback from the Board regarding placement/purchase of additional tables, chairs, and umbrellas. BP: I think we also need to recognize that we need to support all of our businesses. I'd like to have an idea of long-term what we might be thinking long-term. Are we going to gift the tables/chairs to the restaurants later? DS: I'd imagine shifting the tables/chairs to other locations in the district. Possibly use the fire district chairs. DK: Agree with BP, want to understand long-term arrangements. Would rather have a grant, vs us buying more tables.

JL: Reminder that the DDA is a development authority. This should be guided by the Town. For legal and practical reasons, the DDA can't provide extensive assistance. We also have staff limitations of one. One of the ways the Ft Collins DDA has assisted is communicating the needs. As far as a grant program, that type of program might not fit in statutorily. Everyone would need to have access equitably. Do we have the amount of money to provide every property owner equal assistance?

PR: The Town is working on a marketing grant to authorize \$75,000 toward advertising agency to promote business and assist with marketing campaign, logo work, slogan, etc. Establishing social media presence and online shopping portal. DS: Who was involved in the idea to formulate the approach to this type of assistance? PR: We're still in the formulation process. There are over 400 businesses in Windsor so that available amount would be spread pretty thin. We don't have the same reserves as Johnstown does. Stacy Miller is redirecting her business retention fund. If the businesses don't have a solid marketing program, this would help them set up. Or if they have a good social media program, they could boost the posts.

BP: Has anyone reached out to the SBDC? One idea is to get an expert in writing business plans to help businesses and provide ideas of how to rewrite business plan and explore opportunities. We could hire/pay experts to come and offer assistance. We could front the fee to explore ideas. I generally like the idea of providing technical services as opposed to a blank check.

DK: I think that would be a good approach. Business model adjustments.

JL: Relative to the small assistance, other programs are printing spacing decals, signs that can be delivered relative to health guidelines. Another idea of small tangible purchases.

DS: I like Brent's idea to provide knowledge and information. MA: **Follow up on the Technical Assistance.**

PR: New Chamber Director starts June 1. We're excited about Michelle taking the Chamber in a positive direction.

MA: Marching orders to continue working as we have been over the past few weeks. With smaller response activities, checking in with the Chairman and offering an opportunity.

DS: The Virtual Shopping Tour was great. We made a sale out of Oklahoma that came via the tour. DB: I think you should keep rolling it out and offer to more businesses. I think the restaurants should have it

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and give people and idea of what we have to offer here. Keep the buzz going on. MA: Reach out and continue adding businesses to the virtual tour.

PR: The Town will be issuing guidance on use of

- iii. Grant Updates – AARP, Main Street Mini Grant
- iv. Banners

I. COMMITTEE REPORTS:

8:30AM

1. Marketing Committee – Social Media Activity

DB: I think we need to consider stepping up social media, updates to the website. DB: I think we need circle back on branding and get a refresh going. DS: Now is a good time move forward. MA: EasyChair Media works as an intermediary, website manager is Vista Works out of Buena Vista. DS: I would like to get the ball rolling on the branding so its all ready to incorporate all at once. DB: It would be good to have direct communication with Vista Works.

Banners. PR: Love the idea and swapping out year round. The font on “Your Hometown Retreat” is tough to read. DB: Love the concept. MA: Make updates and proceed.

J. COMMUNICATIONS & NEWS:

K. Adjourn

9:15AM

BP: Adjourn, DK. Approved Unanimously at 9:47AM.

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