



BOARD OF DIRECTORS MEETING

August 19, 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/83057113222>

or by calling: 1-669-900-9128 | Meeting ID: 830 5711 3222

One tap mobile +16699009128,,83057113222#

Attendance: Dan Stauss, Brent Phinney, Dean Koehler, Heidi Washburn, Paul Rennemeyer.

Excused: Dan Brunk. Staff: Matt Ashby, Josh Liley. Guests: Kelly Hall, Michelle Vance.

Minutes

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

- B. Roll Call – *MA: Next Meeting Schedule for In Person, Schedule for Town Hall.*
- 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 – **BP, DK Approve as presented. Unanimously.**
MA: Provided an overview of procedures in the event of a Zoom Bombing.

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

- 1. Mill Project Update – *Peculiar Ales Opening. MA: Ribbon cutting 9/28, with public Grand Opening 9/29. MA: Send Grand Opening Calendar announcement to Board.*
- 2. Backlot Boardwalk Update
 - i. 4th Street – Feasibility Study Approach – *MA: Provided overview. BP: Some models charge a lower rent per square foot and build in a charge that's targeted to a percentage of sales. Can this be added to the memo? MA: Add % of sales concept and send out by 8/20.*
 - ii. Backlot Alley
 - 1. Alley Design Update – *MA: Ditesco is currently working to locate all the utilities and completed some potholing to locate the sewer main. They are working to identify options for relocating the main the currently runs under the building on the east end. Russell-Mills is exploring updated design imagery to begin formalizing the design. Public engagement is anticipated in Sept or Oct.*
 - 2. Xcel 1% Undergrounding Status Update. *MA: Emily Royal has reached out to many of the properties with second floor apartments. Discussions are continuing. The draft one-line drawing has been provided to Ditesco to help in guiding the alley design discussions.*
 - iii. 512 Ash Demolition
 - 1. Utility Removal – Gas Capped, Xcel Pending. *MA: Check on Xcel permit status.*
 - 2. Demolition Status Update. Asbestos Permit Submitted. *MA: We are working to help facilitate the approval of the asbestos permit with the contractor and CDPHE.*
 - iv. Backlot Development – *MA: We've received some follow up information and concept exploration from Ditesco and Russell Mills that will inform discussions. Workshop to be scheduled Tuesday 25th 4:30-7:00PM.*
- 3. District Expansion/Sustainability – No Updates

Note: Double Underlined items indicate attachments.

- F. Approval of Minutes from the Regular Board of Directors Meeting July 22, 2020 – M. Ashby
Motion: DK, HW. Approved Unanimously. *MA: Note - Special meeting advertised for July 17, 2020 does not have minutes because there was not a quorum present to initiate the meeting.*
- G. Report of Bills & Financial Report – M. Ashby
MA: No reports this month. MA: Reach out to Clerk to confirm processes and procedures.
- H. Executive Director’s Report – M. Ashby
- i. Emergency Response Activities
 - a. CDOT Grant Submitted (Sidewalk Cafes) *MA: Once we find out, next steps would be to schedule individual site design meetings. We may be able to add some features on the thru lot if the budget stretches far enough.*
 - b. To-Go Parking Space Designation (Painting) *MA: Thanks to Town for cooperation in painting spaces. Eventually we may remove the temporary “To Go” parking signs.*
 - c. Additional Virtual Tours (CDOT Grant) - *MA: This grant would provide for an extension of our virtual tours with a focus on the holiday season. MA: Explore option to add outdoor connection tour connecting businesses on Main St.*
 - d. 2021 Budget Process – Work Session – *MA: Schedule budget strategic planning for 9/22 – 4:30PM.*
 - e. Cottage Block – *MA: Presented information on concept to install freestanding banner poles. BP: Wondering if we could schedule a meeting to see what they would like. DK: Isn’t our new Board member in that block? PR: Yes, he’s going to be involved in the redevelopment of those parcels. We do have a meeting scheduled to discuss options for that general vicinity. MA: Schedule a meeting. BP: Has Jim talked to any of the other property owners? Preliminary discussion Sept 1. MA: Review need for neighbor meeting after Sept 1.*
 - ii. Wayfinding Update – Status Summary *MA: Presented overview of the memo. DK: Were there concerns about the materials, costs and ability to secure what was specified? MA: We would consider value engineering. The prior contractor did make changes to address many of the prior concerns. DS: We need to move forward. BP: There was community engagement during the initial development process. Not only is the design what the DDA was comfortable with, it is also based on public feedback. PR: I concur. Move forward. HW: Concur. MA: To Mayor – should we get cost estimates first? PR: Yes, we will want solid cost estimates. When it comes to prices for the entire initiative, we can scale back. Shoot for October presentation. Work sessions. MA: Confirm Work session - Schedule a Monday in October. 5, 12 or 19 in conjunction with Town Board budget work session. MA: Complete cost estimating on current design prior to Oct work session.*
 - iii. 2021 Budget Process – Work Session
 - iv. Shop Small Saturday, Elf Hunt (Virtual + Real World) – *MA: Will be working to set up. KH: Noted a Pelican Hunt with stickers.*
 - v. Promotional – Neighborhood Night Downtown – *MA: Working to introduce new people to downtown. MA: Provide Neighborhood Night Downtown summary next month.*
- I. Facade Improvement Grant Updates *MA: We were approached by a property owner interested in using the Small FIP program. We will return with their application next month.*

Note: Double Underlined items indicate attachments.

i. Chamber Update –

1. Photography, Wine/Chocolate Walk – *MV: Provided an overview of the Lifestyle Photo Shoot. Would like to partner with the DDA to cover the cost. First series scheduled for Sept 1-2. Theme will be shopping and restaurant shoot. Focus on families, 30 Something Ladies, 20-50 Tavern Crew, Retired Age group. Next round would be focused on outdoor activities, Lake shots, greenway. Requesting financial assistance. \$330 per shoot. Would be available to DDA and businesses. Request is for a few thousand dollars. DS: Great idea. PR: We need this type of alternate photography. MV: Photographer will touch up. DK: What budget would be available? MA: I don't have a specific number off hand, but anticipate we could cover it. BP: I would suggest we split the cost of the photos that are downtown related. DK: Yes, I agree with that. DS: I would be willing to split the cost of downtown photos. MA: Work with Michelle to split costs for photos shoots in Downtown and Boardwalk Park.*
2. Podcasting – *MV: Looking to complete a Chamber Podcast and interview 4-businesses a month. Still working out any costs associated with the production. KH: The library is also looking into a similar idea.*
3. Wine/Chocolate Walk – *MV: 20 Years' experience in community event planning. As colder weather approaches, we need to consider options. I would like to help in leading a promotions committee with downtown business owners. As some of the effected owners should be involved. We should work on retail promotions and community events. We just conducted a survey on tourism and lodging tax – 77% of people support more events.*

Retail promotions – Want to establish a Committee on buy in. Shop Small Saturday. Several businesses are interested in a Sip n Shop, particularly with businesses not on the main path. Open House opportunities for service businesses. Once you get people in the door, they can become loyal shoppers. Retail Bingo. Could also organize the Elf on the Shelf.

Wine & Chocolate Tasting Event – Looking at Feb 6th. Looking to pair a truffle and specific wine at each stop. It would be a ticketed event - \$25 per for an example. Up to 20 businesses participate. Limit of 10 tastings per ticket. (2 oz of wine.) Chamber would get liquor licenses for each business. Shopping increases. There's a demographic that enjoys wine – they spend money. Chamber would cover advertising. Upfront cost is approximately \$7,000. MA: There is some discussion needed regarding the financing. DS: I would like to see our costs covered as long as we're made whole. BP: I would like to see a budget in a proposal first before we totally commit. I think it would bring a lot of people downtown. MA: Explore cost splits and fundraising with Michelle. JL: Will look into fundraising for DDA. DS: I'm in favor of spending the money to promote events and bring shoppers downtown. We were willing to spend the money last year. I think the benefit is that we would get shoppers in the businesses. PR: I agree – our benefit isn't in making a profit on the event. This is reinvesting our funding. JL: Sponsorship is one thing. We would likely need to have some return as far as being recognized as the Founding Sponsor. You could structure it as a contract where we're paying them to do something for us.

Note: Double Underlined items indicate attachments.



Make sure this event is structured differently than just “sponsoring” an event. DS: We want to make sure that DDA owners understand this is being funded by the DDA. PR: I imagine the Chamber would be willing to feature our involvement. JL: If they’re making money, but they don’t need the capital, is it acceptable for them to keep the proceeds? Does the DDA get paid back? DS: I anticipate there would be a cost to running the event. I think we should set a dollar amount that we would sponsor the event (and receive recognition). We need to start the ball rolling. JL: The event could be promoted as the “DDA Chocolate & Wine Walk hosted by the Windsor Chamber.” Structure it as contract for services for them to run a DDA event. PR: I think there’s going to be a lot more events like this, so getting the approach figured out would be good. The Chamber is a part of our district. PR: We might need to have a meeting to determine how other future events might be structured. Now that the Chamber is firing on all cylinders, we should figure this out. This concept should be discussed as a line item for these types of events in the budget.

MA: Pursue Policy for how DDA Events managed by the Chamber would be handled. Schedule meeting with PR, SM, MV.

PR: Entertainment District has some issues with crossing streets. Possibly working with CDOT on entertainment district. Transitioning over to local control would be helpful in determining future options on the road.

K. COMMUNICATIONS & NEWS:

Peculier Ales – Grand Opening: Friday, August 28, 4:00PM

Long Range Planning Meeting – August 25, 4:30PM

Budget Planning – September 22, 4:30-8:00PM

L. Adjourn

9:15AM

Motion to Adjourn. BP, Second PR. 9:15AM

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