



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

July 18, 2018 | 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. Executive Session for the purposes of:
 i. Regarding redevelopment of the DDA Backlot Area to determine positions relative to matters that may be subject to negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402(b) and (e).

F. KEY INITIATIVES: 8:15AM
 1. Backlot Boardwalk Update
 i. Development Design Process Update
 ii. 512 Ash Street

 2. Mill Project Update
 i. General Updates

 3. District Expansion/Sustainability

G. Approval of Minutes from the Regular Board of Directors Meeting June 13, 2018 – M. Ashby
H. Report of Bills (\$11,105.71) & Financial Report – M. Ashby
I. Executive Director's Report – M. Ashby
 i. Façade Improvement Program
 ii. South Main Parking Approach
 iii. Summer Block Captain Assignments

J. COMMITTEE REPORTS: 8:40AM
 1. Marketing Committee – *Combined with Board meetings until further notice*

K. COMMUNICATIONS & NEWS:
 i. Boardwalk Park Events – DDA Table on July 19 & August 23 confirmed
 ii. August 16 – Downtown Colorado Inc tour of Ft. Collins and Windsor. 9AM-5PM
 iii. Wayfinding Kickoff – Kristin Cypher is starting her work on the Wayfinding Plan
 iv. 2019 Budget – Need to starting thinking about next year's priorities

L. Adjourn 9:00AM

Note: Double Underlined items indicate attachments.



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BOARD OF DIRECTORS MEETING

June 13, 2018 | 7:30AM– 9:00AM

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

Attendance: Dan Stauss, Kristie Melendez, Dean Koehler, Craig Petersen, Cristin Peratt.

Excused: Sean Pike, Brent Phinney. **Staff:** Matt Ashby, Josh Liley, Shane Hale. **Guests:** Steve Schroyer.

Draft Minutes

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

KM – Moved to approve the agenda as presented. Second - CPN. Approved Unanimously.

E. Executive Session for the purposes of:

- i. Regarding redevelopment of the Windsor Mill to determine positions relative to matters that may be subject to negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402(b) and (e).

DK – Moved to enter into executive session. Second – CPN. Approved Unanimously. Executive Session entered into at 7:41AM. CPN – Moved to exit executive session. Second - DK. Approved Unanimously. Executive Session closed at 8:03AM.

F. KEY INITIATIVES: 8:15AM

1. Backlot Boardwalk Update

- i. Development Design Process Update
- ii. 512 Ash Street

No additional updates on 512 Ash Street. Matt – Check in on insurance once property closing is completed.

Brinkman update. Discussion of Legion and sales tax. Discussion of possible use of the façade program.

Area of unknown ownership update. Brinkman is developing drawings of how the alley area might be improved. Provide the Town Attorney with update on board discussion. JL will communicate with Town Attorney with respect to any information he might need from the DDA.

Matt – Check on the barricades on the pass-through lot. Request that they are removed. There's a car and 3 barricades. Is there an easement on the parcel. Possibility of asking Brinkman to design the access area and interim improvements. Possibly a north-south physical demarcation. Josh to review the easement on the property and may issue a cease and desist letter. Matt – Update Town Manager that Town is managing funds from Excel Energy to underground the utilities.

Follow up with Brinkman Schedule.

2. Mill Project Update

- i. Considerations of Resolutions Approving Agreements Related to Redevelopment of Windsor Mill Property:

Note: Double Underlined items indicate attachments.



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Steve Shroyer provided an update on possible tenants for the space and additional information on the near final designs for the project. Still anticipating a Tavern in the basement and brewpub on the main floor. The west side patio has been changed to be enclosed and conditioned to provide additional space for that restaurant space. The annex building is being prepped for restaurant and retail. The intent is for 3 restaurant spaces in the main building to generate sales tax. The vestibule area will include plaques and information on the historic photos of the building. A similar red shiplap will be included on the east side. The patio space didn't change significantly.

Parking on Main and 3rd will be converted to diagonal. Public improvements will include the bulb out. Blue Ocean has come to an agreement with the church to enable parking on their lot adjacent to the property.

Final designs should be ready to submit to Safebuilt in approximately 3-weeks. JL noted that the façade agreement would be approved with the condition that final designs would be returned to the DDA Board for final approval.

Current square footage is approximately 24,000sf. The basement could expand or contract based on storage needs. Range is likely between 21kSF and 26KSF. First agreement was at 26,000SF. The current design provides for a larger amount of usable square feet.

JL Provided an overview of the resolutions. The memo provides an outline of the changes from the prior iterations of the agreements. Deadlines have changed and payment of up front funds will be paid at the time of certificate of occupancy rather than the escrow system.

DK – The design fits the neighborhood well. CPN – The timeline of completing mid-2019 is positive.

Matt – Place copies of executed resolutions in the resolution book.

Resolution 2018-02 – A Resolution Approving an Amended and Restated Agreement for Economic Incentives and Inducements Between and Among the Windsor, Colorado, Downtown Development Authority, the Town of Windsor, Colorado, and the Old Windsor Mill, LLC, with Respect to the Redevelopment of the Windsor Mill and Property.

DK – Move to approve as presented. Second – CPN. Approved unanimously.

Resolution 2018-03 – A Resolution Approving and Amended and Restated Intergovernmental Agreement between the Windsor, Colorado, Downtown Development Authority and the Town of Windsor, Colorado, Modifying the March 14, 2016 Intergovernmental Agreement between said Parties Regarding Funding for Redevelopment of the Windsor Mill Property.

DK – Move to approve as presented. Second – CPN. Approved unanimously.

Resolution 2018-04 – A Resolution Approving and Amended and Restated Façade Easement Agreement between the Windsor, Colorado, Downtown Development Authority and Old Windsor Mill, LLC, with Respect to the Redevelopment of the Windsor Mill Property.

DK – Move to approve as presented. Second – CPN. Approved unanimously.

*Please see memorandum from J. Liley for an overview of agreement terms.

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ii. General Updates – **None.**

3. District Expansion/Sustainability – **No Updates.**

G. Approval of Minutes from the Regular Board of Directors Meeting May 16, 2018 – M. Ashby
KM – Move to approve as presented. Second - CPN. Approved unanimously.

H. Report of Bills & Financial Report – **No updates** - M. Ashby

I. Executive Director's Report – M. Ashby

i. Façade Improvement Program – 3 Tiers Approach

DK – Is there any review process to help guide the design? MA – Follow up on whether there are any design guidelines relative to the downtown. Discussion included the question of whether this could become a de-facto maintenance program and ensuring there is a property tax component that's being leveraged. JL – Provided feedback that a higher match percentage would be a way to address the issue. JL – Identified that there might be some options to streamline the existing project could be possible – considering the Title Insurance for smaller façade program amounts. DS – Possibility of considering the match be at least 100%. Purpose is to get people to spending money they wouldn't have otherwise spent. Also consider increasing the minimum project request to \$2,500 (to result in a \$5,000 total project). Signage would not be eligible. Address the concern of double-dipping to limit applications from multiple tiers. (The benefit would be to minimize the legal requirements for small projects.)

Discussion of the differences between the Grant program and TIF program. In general, the TIF approach is geared toward larger projects. Both have an easement. The grant is more simplified. The TIF doesn't necessary require extensive negotiations. The project would be presented to the County Assessor to estimate the value of the project. The board would then review the funding criteria in the program and generally selects the lowest provision. The arrangement would be partial payment over time (similar to the Mill, but not to the scale of the Mill.) JL – To provide connection with Ft. Collins DDA to discuss their process. DK – Recommends taking this approach to assist, and feels it would be positive for upcoming projects. JL – This funding could be considered a "Shareback" arrangement. Once that amount is paid off, the full amount comes to the DDA. Next steps would be to identify eligible costs and which funding level the DDA would be comfortable in providing.

Matt to follow up with the property owner.

ii. South Main Parking Approach

If this program is created, we would want to make sure that the property owners clearly stripe any spaces. This may incentivize property owners to collaborate with one another to create more efficient striping plans. DDA would need to consider budget for signs and help to facilitate striping plans. **Matt to create program overview for property owners to gage interest.** Minimum time commitment with assistance from DDA in providing striping and signs. Would be open to any properties within the District. Check with the City on a cost for striping. Possibility for owners to reserve spaces that are not open.

Josh – Provide a 1-page form contract in support of this type of program.

J. COMMITTEE REPORTS:

8:40AM

Note: Double Underlined items indicate attachments.



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1. Marketing Committee – *Combined with Board meetings until further notice*

KM – To update the rack card.

Matt – Schedule a Marketing Discussion.

Matt – Confirm date with Brinkman on Open House.

K. COMMUNICATIONS & NEWS:

L. Adjourn

9:00AM

Matt – Follow up on attendance record for the last 6-months.

Matt – Coordinate with Amanda M in Town to coordinate announcement of Board Vacancy.

Matt – Press release for Main Street designation.

Matt – Website – Board positions need to be updated along with leadership roles.

KM – Move to adjourn at 9:22AM. Second - CPN. Approved unanimously.

Note: Double Underlined items indicate attachments.

DDA REPORT

Volume 6, Issue 4
May 2018



WINDSOR DDA REVENUE

Summary May 31, 2018	Collections	Budget	% of Budget
Property Tax Mill Levy	\$16,244	\$23,944	67.84%
Auto Registration Tax	\$696	\$850	81.88%
Grants	\$0	\$5,500	0.00%
Incremental Property Tax	\$20,890	\$34,437	60.66%
Interest	\$0	\$5	0.00%
Town of Windsor Funding	\$148,750	\$357,000	41.67%
Total	\$186,580	\$421,736	44.24%

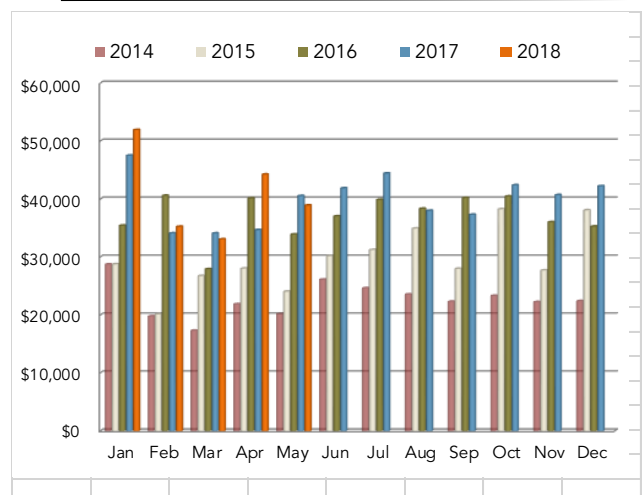
WINDSOR DDA EXPENDITURES

Summary May 31, 2018	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$0	\$200	0.00%
Public Relations/Advertising	\$4,785	\$15,000	31.90%
Board Development	\$0	\$5,000	0.00%
Dues/Fees/Subscriptions	\$557	\$1,500	37.13%
Special Equipment	\$0	\$25,000	0.00%
Street Repair/Maintenance	\$0	\$2,500	0.00%
Travel/Mileage	\$0	\$500	0.00%
Liability Insurance	\$4,030	\$2,500	161.20%
Legal Services	\$25,102	\$40,000	62.76%
Contract Services	\$0	\$77,000	0.00%
Publishing/Recording	\$0	\$750	0.00%
Postage	\$94	\$500	18.80%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$9,640	\$65,000	14.83%
Façade Program	\$0	\$120,000	0.00%
Administrative Transfer	\$2,083	\$5,000	41.66%
Operations Total	\$46,291	\$360,950	12.82%
Capital			
Site Improvements (Land)	\$0	\$280,000	0.00%
Site Improvements	\$0	\$500,000	0.00%
Capital Total	\$0	\$780,000	0.00%
Grand Total	\$46,291	\$1,140,950	4.06%

POINTS OF INTEREST

- May 2018 sales tax collections were \$1,637 below May 2017 sales tax collections.
- 2018 average monthly sales tax collection is \$40,690 as compared to \$38,196 for 2017.
- Revenue is a bit over target at the end of May 2018 at 44.24%.
- 2018 expenditures are minimal with 4.06% of the budget being expended..

MONTHLY SALES TAX COMPARISON



DOWNTOWN DEVELOPMENT AUTHORITY

DDA MISSION STATEMENT

It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.

Windsor Downtown Development

P.O. Box 381
Windsor, CO 80550
Email: info@windsordda.com
Windsordda.com



PLAN OF DEVELOPMENT PROJECTS

The projects, facilities, programs and functions to be established and provided in the district will benefit and promote the health, safety, prosperity, security and general welfare of all occupants and owners thereof and will prevent deterioration of property values, will prevent the growth of blighted areas, and will be of special benefit to all property within the district.

- A. The promotion of, participation in, and assistance to private and public developments consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, and/or acquiring, constructing, reconstruction, rehabilitating, equipping, selling and leasing space.
- B. Public facilities and improvements as necessary to complement private developments.

DDA BOARD

Matt Ashby, Executive Director — director@windsordda.com

Dan Stauss, Chairperson — Dan@windsordda.com

Term: April 2018

Craig Petersen, Vice-Chairperson — Craig@windsordda.com

Term: April 2018

Dean Koehler, Secretary/Treasurer — Dean@windsordda.com

Term: April 2021

Sean Pike — Sean@windsordda.com

Term: April 2020

Cristin Peratt — Cperatt@windsordda.com

Term: April 2020

Brent Phinney — brentphinney@hotmail.com

Term: April 2021

Kristie Melendez, TOW Board Liaison—Kristie@windsordda.com

Term: April 2020

Report of Bills

Windsor DDA

Date Range: 5/05-6/29/2018



TOWN OF WINDSOR
301 WALNUT STREET
WINDSOR, CO 80550
WWW.WINDSORGOV.COM
(970) 674-2400
MON-FRI 8AM TO 5PM

Account Number	Vendor	Description	GL Date	Check No	Amount
19-486-6213-000	VISTA WORKS	DOMAIN RENEWAL 06/15/18-06/15/19	06/29/2018	85730	240.00
19-486-6213-000	PUBLISH 21 LLC	2 PAGE SPREAD	05/18/2018	85195	3,595.00
19-486-6217-000	NATIONAL MAIN STREET CENTER, INC	MEMBERSHIP	06/29/2018	85739	350.00
19-486-6246-000	SPECIAL DISTRICT ASSOCIATION OF COLORADO	INSURANCE MEMBERSHIP RENEWAL	05/18/2018	85194	757.71
19-486-6252-000	LILEY LAW OFFICES, LLC	LEGAL SERVICES	06/01/2018	85313	1,020.00
19-486-6252-000	LILEY LAW OFFICES, LLC	CHIMNEY PARK LEGAL SERVICES	06/29/2018	85733	35.00
19-486-6252-000	LILEY LAW OFFICES, LLC	LEGAL SERVICES	06/29/2018	85733	2,708.00
19-486-6267-000	REGENTS OF THE UNIVERSITY OF COLORADO	WAYFINDING PLAN AND DESIGN	06/29/2018	85745	2,400.00
Subtotal for Fund: 19					11,105.71



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: July 12, 2018
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: July Report

Meeting Summary:

From mid-June to mid-July work focused on advancing projects identified by the board within the strategic workplan. The wayfinding contract was completed and work is anticipated to begin this week. With the Mill incentives approved last month, focus has shifted to the Backlot project.

The following meetings occurred between June 8 – July 13, including:

- Town Board (Mill Agreements) – June 11
- Regular Board Meeting – June 13
- Business Prospect Meeting – July 9
- Intro to DDA w/ Shane Hale – July 10
- Brinkman Status Check In – July 10

Billing Breakdown (As of 7/11/18):

General (YTD) - \$32,705 = 43% of Budgeted \$75,560 (with 53% of year completed)

Backlot (YTD) - \$8,693

Mill (YTD) - \$3,638

Anticipated Workload July - August:

- EPA Grant Applications
- Backlot development visioning
- Track 512 Ash closing timeline/finalization
- Implement the Wayfinding Project
- Park Late Program feedback

Current Initiatives:

512 Ash Street Property Purchase:

No additional updates this month. The latest closing date available to the property owner would be August 31, 2018. The title company has begun preparing documents. Brinkman has asked a contact they have to provide a cost estimate on demolition and construction of gravel parking.

Backlots / Brinkman:

Matt met with Brinkman to help get the design meetings back on a more regular schedule. We will be looking to have a weekly check in call to make sure things are moving, along with more formal committee meetings every other week. The developer is exploring some design options for the DDA Block. Following up from last month's meeting, Shane Hale identified that funding is still in place to move forward with the utility undergrounding work as the project moves



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forward. Staff will be updating a parking map highlighting available public spaces. We are also exploring the possibilities for EPA grants to help complete phase I assessments in facilitating this discussion. The developer is looking to formalize incentive agreements to help the project move along. These would need to include the Town as well.

Mill:

The developer has reviewed a 90% construction drawing set and hope to submit to the Town for permit in less than 2 weeks. They anticipate construction to start in mid-September. The basement tavern still moving forward with the brewery still interested in the main level east side of the building. They also indicated they are working with a high-end Italian restaurant. The office space on the second floor is still available and tenant search will ramp up as construction takes place.

Façade Improvement Program

Steve Schroyer had an issue with one of the projections sticking off 501 Main. They will likely need to remove the big, square, blocky overhang over the side door. The plan is to replace it with a metal sunshade awning similar to what they're using on other areas of the building. He will be sending over drawings.

Chimney Park is nearing completion in the process. All receipts have been received and documents forwarded to finalize all of the necessary requirements in preparation for payment. The owner is working on some paperwork on his end, but will contact us when he is ready to finalize. Staff will be coordinating a photo in front of the new façade to update our website.

The construction representative for the Brunner family has been updated on the opportunities under the Façade Improvement Program. They are meeting tomorrow for a project update. We also have a potential business that wants to connect with them regarding a possible lease.

Parking / Crosswalk

A request for quotes to assist with crosswalk design was sent out to four companies, due back on June 15th. At the time of this report one quote was received from Russell-Mills Design. The quote is included in your packet.

Shared parking south of Main Street was previously discussed. The attached "Park Late" program concept was developed as a handout for Block Captains to circulate to help find out if this effort would be well-received by property owners. Please make sure to drop off the information with your block owners and have them return their forms as soon as possible.

Wayfinding Project

We received the scope of work and legal staff developed a Professional Services Agreement. The project is anticipated to kick off this week.



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Main Street

Staff published a press release announcing the elevation of our Main Street Status to "Designated" community. We anticipate an article in the WindsorNow. We have also submitted the reimbursement package for our training scholarship that is paying expenses from the National Main Street Conference which will result in a payment from DOLA of approximately \$2,700.

Marketing/Communications

Staff met with the new Town Manager, Shane Hale, and provided a general overview of the many projects the DDA is currently working on. We are looking to meet quarterly for updates.

The June newsletter was published after some delays due to transitioning the Constant Contact account from Patti's management. We have switched to a yearly payment rather than monthly, which provides us with a discount. When the newsletter was sent, staff received some questions about the façade program and provided an explanation of recent activity at 501 Main.

In working with the Town, the board openings will be advertised seeking members for 2 open seats. The Town Board will then make a decision on the appointments.

Action Checklist Review:

New Items –

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.)**

Matt – Update Town Manager that Town is managing funds from Excel Energy to underground the utilities. **(Completed.)**

Staff: Create parking program overview for property owners to gauge interest. **(Completed.)**

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

Matt – Place copies of executed Mill resolutions in the resolution book. **(Completed.)**

Matt: Follow up with Brinkman Schedule. **(Completed.)**

Matt – Check in on insurance once property closing is completed. **(To do.)**

Matt: Request a concept from Brinkman for the Alley space. **(Request made, work is in progress.)**

KM – To update the rack card. **(Completed.)**

Matt: Create project explanation focused on the alley improvements, how long the electrical undergrounding has been a priority for the backlots. **(To Do, waiting for sketch concepts from item above.)**

Matt – Follow up on attendance record for the last 6-months. **(Completed.)**



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Staff – Coordinate with Amanda M in Town to coordinate announcement of Board Vacancy. (Completed.)

Staff – Press release for Main Street designation. (Completed.)

Staff – Website – Board positions need to be updated along with leadership roles. (To Do.)

Matt: Prepare a newsletter for early June. (Completed.)

Matt: complete sponsorship information for the \$500 level for both the Thursday and Saturday events. Two days to host a table should be July 19 (Taste of Windsor) and the August 23 (last weekend). Confirm with Luke B. (In progress. Note Luke B has taken a job outside of Windsor.)

Carryover –

- Update minutes and board agendas on the Website. (Completed)
- Website – Let's change the "Marketing Committee" a general committee that covers Marketing & Design. (To Do)
- Matt – Follow up on Board Vacancies schedule to prepare board for recruiting new members. (Add to block captain handout/update.) (Completed/Requested)
- Staff – Create a list of ways to capitalize on summer events. Use as part of our next Block Captain handout. (Completed)
- Matt: Follow up with public works on cleanup. Request that the police chief go through the Backlot to note violations. This would give the DDA an understanding of the issues in the area. The DDA may want to consider a posted sign prohibiting overnight parking. (Follow up with the Police Chief.) Add to next meeting agenda and have the Chief report out with a violation summary. (In Progress)
- Add key contacts to the block captain maps. (To Do with next assignment)
- Look at coordinating a summer activity for Biz After Hours, partnering with Blue Ocean and/or Brinkman. (To Do, Action on both projects should provide a good opportunity in mid to late summer).
- Kristie to coordinate with Chamber for summer after hours. (To Do)
- Check with the Legion for names of veterans for posters. (To Do)



Park Late Program

As Downtown Windsor becomes more popular, the Downtown Development Authority is looking for ways we can improve access to our businesses. One goal is utilize the available parking spaces in our Downtown more efficiently. That's why the DDA is exploring a program to open private parking lots to the public for after hours parking (5PM—2AM).

We'd like your feedback on whether you'd be interested in participating in this type of program.

Here are the general details:

- 1) A landowner agrees to open their private parking to the public after hours.
- 2) The owner makes sure the spaces are legal and visibly striped.
- 3) A sign is placed in front of the spaces indicating they are available to the public after-hours.
- 4) The DDA will provide a \$10 per month stipend per space for a total of \$120 per year to defray costs associated with private maintenance of the parking area.

Are you a property owner interested in this program?

Provide feedback to staff@windsordda.com to help make this program a reality.

Name: _____ Property Address: _____

Comments:

Questions: Contact DDA at staff@windsordda.com or call 970.797.3595



Above: A sample of a sign that would be placed indicating private parking spaces are participating in the Park Late Program.

Below: One example of the 400 Block of Main St where approximately 55 private parking spaces are developed. These spaces could be made available to the public after 5:00PM to expand downtown parking opportunities.

