



Merchant Meeting Minutes
August, 10th, 2010
Arvada Library

Bob Fifer, Board President welcomed the group and recognized the many events taking place in Olde Town and the people they attract to our downtown district. He then introduced Renee Nelson, Harvest Festival Committee Chair.

Harvest Festival: Renee Nelson presented handouts to the group that included dates, times, street closure, activities, and layout of this event scheduled for September 10th-12th 2010.

Member Spotlight: Jason Dennison, Executive Director then thanked and recognized Justin Vicory, Wedding Seamstress, for his time and efforts in producing Fashion Fest 2010. He then thanked and recognized Mike Solis, 5601 Garage, for his time and efforts in producing the Memories Car Show.

Local First Deals: Monica DeGraff, DNote then presented a shop local campaign titled, Local First Deals that is similar to using Groupon. A few members had questions about maximum and minimum coupon requirements and the tracking process. She will seek the answers and Jason stated he will send out in the next Merchant Newsletter. A deadline will also be presented in the Merchant Newsletter for those wanting to participate in an Olde Town collective group. Click [here](#) for more info.

Staff/Committee/Member Announcements:

Flicks in the Square, every Friday night in August
.5k Endurance Challenge, Saturday, August 14th 10am
First Friday Art Walk, September, 10th 6pm-10pm
HOTA intern, Kelly McEvitt

Committee Updates:

Parking: Karen Miller, Parking Chair, announced the Parking Study was approved by City Council and stated that after the Harvest Festival they will be drafting an employee parking only program.

Communications: Tracy announced that the group will be hosting a HOTA Happy Hour the 4th Thursday of each month.

Marketing: Justin Vicory, Marketing Chair announced the kiosk has been updated and the Arvada Press ad will not be renewed, as they are seeking other options.

Economic Development: Bob Fifer, Chair announced the Gov. Ritter was in Olde Town and the group is working on HOTA's annual meeting.

Special Events: Ken Lee, Chair announced the group met to plan for the Festival of Scarecrows that will include a celebration of the Water Tower's 100 year anniversary. He then announced that HOTA plans to charge \$2 per individual \$5 for family for Trick or Treat Street.

Member Updates:

Into the Fire will be celebrating their 9 year anniversary on August 21st

DNote announced the Mellow Cello Brunch

Eli Ashby invited the group to participate in their door hanger program

The Wedding Seamstress announced that their new business, D'Lola Couture will open next Saturday.