

**OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS  
Special – Marketing  
Meeting Minutes – Approved 5/25/16**

**Held:** April 14, 2016 – 10:30am  
HOTA/BID Office - 7307 Grandview Ave, Arvada, CO 80002

**Board Members Present:**

Laura Tobey, President  
Karen Miller, Treasurer  
Lori Drienka, Secretary  
Mary Fedje  
Scott Spears  
Mike Huggins

**Board Members Excused Absence:**

Marty Hester

**Also in Attendance:**

Katherine Correll, Executive Advisor

**Presented by: Prall Marketing – Eliza Prall and Alix Pavak**

Presentation included;

- Updated logo designs, tag lines and colors (orange/rust & gold) add navy.
- Website content
  - Downloadable events calendar
  - Add the items we sell; bricks, gift cards, etc..
  - Banner Ad's / Sponsors, sell ad space? Web site budget could be advanced by sponsorship. Tiered Ad costs
  - Prall to establish core site, BID can expand upon
  - Prall to establish an eblast template.

A brief discussion was held regarding the need to outline the membership benefits of BID. Do memberships extend outside the limits of Olde Town?

Web site list; Currently the web site list is a general list – Sam Geerdes is sending eblasts regarding events, Kathryn and Karen are sending eblasts to merchants.

A need arose amongst the Board to commit a consistent representative to attend City meetings regarding GLine, a voice and presence to represent the BID, should Prall be involved to coordinate consistent look with what the City is doing? Potential candidates mentioned were; Sam, Lori, Kathryn, Mary, Mike, Scott.

Subcommittee to partner with Arvada Center, Event committee and City with regard to:

- Alcohol
- Bathrooms
- Security
- Theme

Meeting Adjourned: 11:30 am

