

**OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS  
Draft Meeting Minutes**

**Held:** April 27, 2016 – 2:00 PM  
HOTA/BID Office - 7307 Grandview Ave, Arvada, CO 80002

**Board Members Present:**

Laura Tobey, President  
Karen Miller, Treasurer  
Lori Drienka, Secretary  
Mary Fedje  
Marty Hester  
Scott Spears

**Also in Attendance:**

Katherine Correll, Executive Advisor  
Jessica Prosser, Arvada City Council  
Jane Schnabel, Resident

**Call to order:**

Board President; Laura Tobey called the meeting to order at 2:06 PM.  
Quorum was deemed present and the meeting ensued.

**Disclosure of potential conflicts of interest:** None at this time.

**Approval of the Agenda:**

Upon motion, second and unanimous agreement, the Board approved the Agenda for the meeting.

**Approval of Minutes:**

January 27, 2016 and March 31, 2016, minutes were approved via motion, second and unanimous agreement, with correction of type-o's to be made.

**President's Report:**

Parking Study as procured by BID, and provided by SP+, Board comments have been implemented study has been share with the City. Key points; Enforcement, special events, bike rail locations.

Comment and discussion with regard to the City Council workshop based upon the Walker parking study.

G-Line Opening – Update offered on City meeting to include Olde Town in the planning process.  
BID office hours established – (Tue – Thurs. 9:00AM – 2:00PM)

Cabral's Powerwash, has been engaged to offer an RFP for the sidewalks along Old Wads and Grandview, items of note include; time of day/night to perform the work, materials / solvents used and attention to bricks in the square purchased by patrons.

Permit review for events – A need exists to establish procedure & process.

*Side Note*J.Prosser, offered comment, that BID implement a main point of contact with regard to process & procedure, that will coordinate efforts with the other entities associated with Olde Town / Arvada.

### **Treasures Report:**

The Profit and Loss report as well as Balance Sheet were presented for review and discussion from January 2016 through March 2016.

Signature Cards have been updated to include Laura Tobey as a signer to the operating account. Invoices to the City are noted to be a net 30.

### **New Business:**

**Events:** *NOTE: The City's on line permit process – allow for 60 days.*

**LOST** – a brief update on bracelet sales and potential turn out, as well as thoughts on incorporating an after party location. A good response from the participants regarding donations for the gift basket was noted.

**Second Saturday** – Updates included the addition of the Historical Society Car Show and best location for car staging. Key topics included successful clean up, dumpster placement and fencing.

**Trick or Treat Street** – A need for new ideas and activities, may need to incorporate the G-Line opening this year, strong opinion that the event will stand on the Friday before Halloween, regardless of the G-Line schedule.

**Flicks in the Square** – Discussion regarding types of movies to show this year, sing along, classics, children. Ideas to incorporate; music in the square prior to movie, alcohol sales at the 1<sup>st</sup> and last showing, which will include fencing needs and additional porta potties, staggered show times to incorporate children's movie and later a film more geared to adults. **\*\*Suggestion to call a planning meeting for Flicks in the Square to further discuss and plan details.**

**G-Line Opening** – Jessica Prosser offered that the RTD festivities for the opening of the line typically fall on the Thursday before, with Friday commencing the free ride and Saturday Opening Party in Olde Town 10:00 – 2:00, all day line is free to ride. Additionally, a voice from the BID is welcome in the City party planning meetings, topics of discussion to include; What streets to close, the overall footprint for the event to take place, parking, what is the overall vision and the impact on Merchants with the potential of 50K + people engaging Olde Town on and off throughout that Saturday. Jessica will coordinate efforts on logistics for road closures. A claim was made that Olde Town would benefit from the outside input of a large capacity Event Coordinator, in line with our Marketing efforts and material. **\*\*Laura Tobey to approach Prall Marketing for a proposal. \*\*Mary Fedje to champion a Merchant survey with regard to input on the event, foreseen impact, ideas, etc...**

Currently meetings are being held monthly at the City with regard to G-Line opening party.

**General event discussions included:** Price of drink tickets, size of cups, Vendor accountability, clean-up efforts and permitting. Further, it is suggested that a committee be formed on behalf of BID for events, to be in on the planning and engage Merchants. Cross referencing with Chamber on events, highlight events, after party's – Email bid members of events hosted by Chamber.

**Additional events to engage:** Karen met with Colorado Cycle Dynamics and city personnel to plan a Bike to Work Day (June 22) geared toward Olde Town employees, It will be set up in the square, offer incentives to employees and include after party with merchants and employees. The Parking Committee will sponsor this event.

**Merchant events:**

An introduction to; Happy hour, visioning – 4<sup>th</sup> Thurs in June 2016, get to know you event for the merchants in OT to be hosted monthly or bi monthly at various location within OT.

**Marketing:**

Prall logo submittal #3, comment and discussion related to script, tag lines and colors. \*\*Laura to engage Prall in additional material and examples of how the logo and colors translate to a t-shirt design, mug, etc...

Introduction of Paul Sutter doing print news release, announcements for events, Paul would work directly with Prall for cohesive print and design. All were in agreement, \*\*Laura has engage a contract with Suter Media Relations.

**Parking Study:**

Upon motion, second and unanimous agreement, it was deemed that the Parking study received by SP+ will be posted to the Olde Town Arvada web site.

**Shuttle News:**

Item's before the BOD; signage and wage increase. \*\*Temporary signage will be investigated by Laura, after marketing pieces have been selected, permanent signage will be implemented. An established route is encouraged. June 2016, meeting will revisit wages as that will mark 1 yr . Ideas were noted, offering increased wages for premium hours, current wages are in line with a City bus operator.

Not currently hiring for driver positions.

**Survey Results:**

Mary Fedje offered the results from her recent survey with the Olde Town Merchants, many thoughtful ideas were noted and will be reviewed by the BOD in its entirety. Discussions for additional survey topics were noted and encouraged.

**Executive advisors report:**

As presented by Katherine Correll. Katherine offered handout's with regard to leadership roles within the BID, both present and future, as well as a time line for implementation, possible months are Sept. or April. Katherine offered comment with regard to festivals and changes to events; potential for enlarging events, in lieu of changing locations cover more ground, add themes to segmented areas, all to be discussed at a later date.

**Unfinished or Pending Business:** None at this time.

**Meeting Adjourned:**

President Laura Tobey, adjourned the meeting at 4:52 PM

\*\* = Action items.

