

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

Held: May 12, 2016 – 3:30pm
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

Board Members Excused Absence:

Marty Hester
Mike Huggins

Also in Attendance:

Paul Suter – Suter Media

Meeting began: 3:40 pm

Introduction to Paul Suter of Suter Media – Paul contracted to outline newsworthy and corky spotlights in the media. Paul suggests tapping into The Denver Post through Reporter, Emily Rush / Community Focus, feature articles.

Noted ideas to highlight:

- Sales Tax increase and creation of Special District – to indicate a booming area
- Restaurant / Retail plugs
- New residential areas – Paul to contact Maurine at Urban Renewal
- Hotel
- Events
- Gline and the City adding new lighting and signage revival

Laura will be the point person for press releases prior to publication.

Presented by: Prall Marketing – Eliza Prall and Alix Pavek

Presentation included;

- o Color selections, ball cap logo and t-shirt design.
- o Photos in and around Olde Town will be taken the week of 5/16 to capture Spring colors
- o Prall to reach out to Alison @ AEDA to photo share.
- o Engaging a copy writer to brainstorm tag lines (Where Verbs Happen, was a noted like), Prall will create a list of ideas to present
- o Tag line can be fluid / ever changing to highlight current happenings.

Intro and explanation of Marketing Plan / Roadmap-draft. - *Attached Material as Addendum A
Map and narrative – time line introduced, plan outlined and execution discussed.

- Prall met with the City, Visitor Center and AEDA to collaborate on information. – Eliza to deliver Olde Town events and highlights to AEDA to insert into Arvada Report.

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- Create an ongoing eblast to highlight Olde Town, not exclusive to events, highlight other things to do as well.
- Prioritize list building at events – create drawings as incentives to put your name and contact on a list.
- Have a booth at the farmer's market – who to man the booth? Employ someone to collect names/emails etc...
- Collect emails from shuttle riders. Create an incentive for the drivers to collect.
- List ideas: PR, free events, matrix, merchant contact, community contact

Prall to update at Board Meeting on May 25th.

Meeting Adjourned: 4:50 pm