

## RECORD OF PROCEEDINGS

### OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT REGULAR MEETING OF THE BOARD OF DIRECTORS

May 25, 2016, 2:00 PM

*Approved 6-22-16 Minutes*

**HELD:** May 25, 2016, 2:00 pm.  
Mclvoy House: 7307 Grandview Ave., Arvada CO 80002

#### **ATTENDANCE:**

A meeting of the Board of Directors of Olde Town Arvada Business Improvement District, Jefferson County, Colorado, was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

#### **Present:**

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

#### **Excused absence:**

#### **Also present were:**

Katherine Correll  
Nancy Ford, Arvada City Council  
Samantha Roman, HOTA.  
Jessica Prosser, City of Arvada

#### **CALL TO ORDER:**

Director Laura Tobey called the meeting to order and noted that a quorum was present for the purpose of conducting a meeting of the Board of Directors of Olde Town Arvada Business Improvement District.

#### **DISCLOSURE OF POTENTIAL CONFLICTS OF INTEREST:**

#### **APPROVAL OF THE AGENDA:**

Upon motion duly made, seconded and upon vote unanimously carried, the Board approved the Agenda for the meeting.

#### **APPROVAL OF MINUTES:**

The Board reviewed the Minutes of the special meetings held on April 7, 14 & 27 and May 12, 2015. Following discussion and upon motion duly made, seconded and upon vote unanimously carried, the Board approved the Minutes as presented and authorized

Director Drienka as Secretary of the Board to execute the Minutes as constituting a true and correct record of the proceedings of the meeting.  
Minutes approved.

Prall Marketing - Eliza Prall spoke about graphic standards and presented the different version of our new logo with variations in color and size applications. Jessica Prosser requested that the packet of logos go to the City for their information.

G-Line Opening Update - Jessica gave an update, sharing information that was gathered from a recent meeting at the City. No specific date but looking like the weekend of October 29th. The City has created an account to hold sponsorship funds and pay expenses.

Eliza Prall presented some ideas for getting people around Olde Town and incorporate activities in that.

It was explained how the event planner can work for Olde Town in conjunction with Prall. Discussion was held around conflict with Trick or Treat Street and how to make that weekend work well for everyone. We will work on this.

It was pointed out that we need to collect names and info of visitors during the events of that weekend. Prall will put together a list of When/Where/What to assist visitors.

#### **President's Report:**

Laura Tobey shared a proposal for Consulting/Production for Event Management Coordinator. Discussion around this, motion was made, seconded, and passed.

Parking Update - Jessica Prosser in offered us that the City is getting two proposals on consulting. Ordinance update will be finalized in August.

Karen Mille requested that the City get signage on Upham because Park Place residents are taking up the Olde Town Employee parking.

#### **Treasurers Report:**

Karen presented the report. No questions.

#### **Events:**

Sam talked a bit about Second Saturday which is coming up. We need more volunteers, vendors to sell food and Sam asked that anyone help with getting people who can do either.

Sam will get together with Kim to get movies ordered for Flicks in the Square.

It was agreed that we need to revamp Trick or treat Street.

Katherine Correll presented an Events Template and explained. BID members-there was discussion around communication for members, organizational structure. She explained that there is really a need for clear communication between herself, Kim and Prall.

Happy Hour- it was suggested that we have a date set of June 21st at Kline's 6-7:30, Mark Goldberg will sponsor this event.

For The Love Of Cities-Katherine invited everyone to do a tour of Olde Town and attend this event at the Arvada Center.

**Other Issues:**

Katherine proposed that she work as a mediator to get the Festivals Commission and HOTA together to discuss whether we can work together on Chocolate Affair and Scarecrow Festival. We will discuss it and get back to Katherine.

**Contracts/Proposals:**

Laura presented the Cabal's proposal and has compared it to another company. It was decided that she should get it scheduled ASAP. Motion was made, seconded and passed.

**ADJOURNMENT:**

There being no further business to come before the Board of Directors at this time, upon motion duly made, seconded and upon vote unanimously carried the meeting was adjourned.

The foregoing Minutes constitute a true and correct copy of the Minutes of the meeting held on May 25, 2016 and was approved by the Board of Directors of the Olde Town Arvada Business Improvement District.

---

Lori Drienka, Secretary