

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

Held: June 22, 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
Mike Huggins

Excused Absent:

Scott Spears

Also in Attendance:

Ryan Galbraith, OT Business owner - Cheapskates
Clarynne Blanchard, Resident
Kim Blosser, BIT/HOTA Admin.
Paul Suter, Suter Media – brief presentation
Eliza Prall and Alix Pavek, Prall Marketing – brief presentation

Call to order:

Board President; Laura Tobey called the meeting to order at 2:05 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:

May 25 2016, minutes were approved via motion, second and unanimous agreement.

President's Report:

Pertaining to OT; The City of Arvada has contracted with LAZ Parking Enforcement, the contract begins Sept. 1, 2016, along with standard areas of enforcement for the parking garage and OT, special events will be a focus and an on call attendant is available for added cost.

Parking garage – A maintenance contract is pending. The garage and paid on street parking is a topic of discussion, employee parking for OT will be free in designated area of garage.

As of Aug. 1, 2016, the Visitor Center will be a separate entity and no longer a branch of the Chamber of Commerce.

As of July 1, 2016, the Arvada Center will be a separate entity and no longer a branch of the City.

Treasures Report:

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

New Business:

- ▽ “E Trak-it”, is the City’s permit system, as of 6/23/16, Kim Blosser (BID/HOTA admin) has access and will receive notice of special event permits within OT, the process of receiving comment from BID/HOTA and Parking Committee, to relay back to the City via the permit.
- ▽ The new logos are available to offer to merchants after formatting into JPEG or PDF.
- ▽ **Events** – June Sec Sat. discussion regarding alternating location of event or expand in lieu of alternating location, adding a second stage with alternating start times and a promoter. It was noted that the events need to benefit all of BID area merchants. **Flicks** have been selected, posters printed. Not enough time to incorporate the sale of alcohol this year. It was decided that HOTA is not wanting to hand off on Fest of Scarecrows and the Choc Affair.

General event discussions included:

Potential events to add – Beer Festival, to utilize all areas of OT.

Funding to HOTA for events – can the BID offer more by way of patio and beer sales with vendor sponsorships avail.

**Add Buskers to other OT events in order to direct folks to other areas of OT, caution not to block flow of traffic in placement.

**Katherine to recommend and present an events assessment review as part of her scope.

Improvements:

RFP have been solicited from Brightview for snow removal.

Cabral’s powerwash will be on site June 28, to complete the walk on the north side of 57th between Webster and Upham. The wash that took place June 6-8th went well, however long term grime and gum remain. Cabral’s has recommended a steamer be used to eliminate those areas. Potential to have a consistent schedule for services with Cabral’s.

**A concern was noted on when the City is planning to perform construction/paint clean up.

Merchant events:

June 21, 2016, BID hosted happy hour for OT owners/tenants at Klines, it was a good turnout.

Marketing:

Paul Suter offered an update on media coverage, which included a: Chan 9 plug for Sec Sat. and a hype article with Arvada Economic Dev. Current area of focus is a feature article in the Arvada Press, Board member to do a walk tour and offer a couple merchants to interview for the article. **Paul needs who and when by Friday 6/24. Current pitches to the Post and 5280, also looking for story ideas will feature upcoming flicks, Sam to offer information.

Prall – Offered **web site** overview with visuals of the 1st round of content/pages/menu’s.

G-line party updates – The theme being discussed is Harvest, Track bone is the name of our portion of the rail line. 6/23 walk with Carole Hiller (Planner), to identify Busker sites, thoughts are to have (3) zones; kid, food and art, the square would be host to a large tent with food and drink in the case of inclement weather. Budgets and sponsorships are a topic of discussion as well as limited event space. It was noted that fencing and road closures would allow the public to walk the full site with alcohol in hand, would the cost outweigh the benefit.

Prall to look into the cost of a “Full Train Wrap Ad” with time line of how long it would run.

**Laura to send an email to the BID board regarding sponsorships.

Shuttle News:

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(3) batteries were replaced in June 2016.

Survey Results:

No active surveys to report on.

Executive advisors report:

Katherine was not present at this meeting.

Unfinished or Pending Business: None at this time.

Meeting Adjourned:

President Laura Tobey, adjourned the meeting at 3:55 PM

****** = Action items.