

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

Held: August 24, 2016 – 2:00 PM
Light Rail Gallery, 7714 Grandview Ave., Arvada CO 80002

Board Members Present:

Karen Miller, President
Mike Huggins, VP / Treas.
Lori Drienka, Secretary
Mary Fedje
Marty Hester
Scott Spears
Debbie Hanson

Absent:

Also in Attendance:

Kim Blosser, BID/HOTA Admin.
Jessica Prosser, City of Arvada
Kim Grant, Historical Society
Prall Marketing – Eliza Prall and Alix Pavcek

Call to order:

Karen Miller called the meeting to order at 2:02 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:

Minutes were approved via motion, second and unanimous agreement for the following meeting dates; August 10, 2016, note, grammatical/punctuation revisions made.

Treasures Report:

The Profit and Loss report as well as Balance Sheet were presented for review and discussion from January 2016 through August 24, 2016. Financials are up to date, Prall contract up for renewal.

President Report:

An update was offered on the tourism/promo grant that is due in October, 25k in funds are available. Media push and awareness campaign – Who can contribute? It was noted that Jean Gordon with the Visitor Center and Kim Grant of the Historical Society would like to contribute. Karen is speaking with Paul Sutter on a piece that references Denver Beer Co and being “cool” prior.

Events:

August 19th flick was rained out, the movie can be re-licensed within 1 year at no cost and Adrien (the sound/tech co.) will show the movie for no fee.

G-Line – Signatures are needed by Friday 8/26, to submit for G-Line party street closures, board to obtain signatures for City submittal. VIP = Tuesday 10/25, 5:00 – 7:00pm Grandview street closure 3:00 – 9:00. Station party = Oct 29, street closure 6:00am – 7:00pm

Remembering Laura Tobey: Will the BID make a donation and in what amount? \$1000.00 was agreed to by the board as a donation amount. Other items discussed, brick in the square, planting a tree or donating to the Kids in Jamaica, go fund me act.

Operating goals for 2017: The following items were noted as a “wish list” of sorts to develop operating goals for 2017.

Cameras / Collaboration with local PD / Ongoing power washing / Signage & increased planters to the West end of Grandview / Sign to announce events / Overhead signage / Collective marketing (similar to Bellmar) / More lighting on the Grant side (it was noted that the City is adding more lighting on Grant and 57th & Yukon. / Street Banner updates / Directories for OT / Re-vamp kiosk in the square, (Scott has friend in the business, he will offer pricing) / Valet Parking / Alley ways clean up and City to evaluate ongoing maintenance. / Marketing pieces such as the “Neighborhood” magazine, with a specific page for OT, coupons – all merchants to chip in.

Marketing:

Prall offered an update and material regarding; E blasts, Directory (primary driver of the web site), Map, Web site update – Labor Day goal for active site. Next steps – Contract overview-Prall time vs hard cost, web site to be maintained by BID staff, Social media needs to be re-vamped, Eblast guided by Prall.

Karen made a motion to accept Prall’s 6 month plan contract, the motion was seconded, all in favor, the motion passed.

G-Line update from Prall – Positive feedback was received regarding the Public Meeting hosted in August by BID/Prall, the plan is moving forward to host an; Art zone with (12) potential artists, food trucks, kid zone near the library with kid crafts geared towards trains.

- Branding – Tag Line Banners / Posters with space to write in white space.
- Budget is looking good to date, contribution from sponsors is a positive, will sell T-Shirts and have hats for volunteers.
- Entertainment – (3) slots for music, Kit Simon Band in the am, Hazel Miller mid day and the last band is in discussion, options are; Rebecca Folsom Band, The Little Smokey’s, Funk if I know. The Square will be host to entertainment. 40x60 tent will need a permit, if the weather permits, no tent is needed, considering stand up heaters in lieu of tents and ponchos on hand should weather turn.
- Beer/Wine – Sponsor’s / Product only in each (3) tents, the 3 OT breweries have expressed interest in providing product, Sponsor’s name on tent for in kind product trade.
- The City web site is live for volunteers and sponsorships; Kim will send e-blast to merchants with link.
- Staffing – The booths will be manned at 9:00am, crews will set up tables, cloths, chairs, tents, etc...
- RTD will take care of the Plaza area, VIP event is 5:00 – 7:00, 10/25.
- Fencing – Will be placed for the 29th
- General question on the appearance of the Flour Mill, are they planning to clean up around the Mill?
- Scott to reach out to local restaurants for food sooner than later, food vendor fee is \$50.00.

Board Meeting
August 24, 2016
Page 3 of 3

- Send an e-blast to merchants regarding the extension of patios.
- Is there an opportunity to utilize the windows of vacant buildings – Karen to contact Arvada Beer building
- Debbie will talk with Steve's Meat Market about rear access to his shop this day.
- Partnering with RTD on coasters with OT logo
- Clarification on what Merchants can put out for G-Line opening, needs to be on site plan and needs guidelines.

Karen informed that The City logo should be added to OT banners and collateral material per our agreement with the City.

September 15, 9:00 – 1:00 the BOD will meet at the JeHN Building.

Survey Results: None at this time
Public comment: None at this time.

Meeting Adjourned:
Karen Miller, adjourned the meeting at 3:16 PM