

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

Held: October 26, 2016 – 2:00 PM
McIlvoy House 7307 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:

Jessica Prosser, City of Arvada
Nancy Ford, City of Arvada
Prall Marketing – Eliza Prall and Alix Scot
Nathan Mudd
Katherine Correll

Call to order: Karen Miller called the meeting to order at 2:00 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.

Public Comment: Nathan Mudd asked about what the meeting dates and times were. He also asked what the relationship between the BID and HOTA currently was.

Approval of Minutes: There were no minutes to approve this week due to Kim being absent.

Treasures Report: There is no report this week.

Presidents Report:

Festival of Scarecrows – Attendance was great. There were 22 scarecrows and Karen discounted T-shirts...we sold a ton!

Small Business Proclamation November 21 – City council to have meeting on November 21. Karen asked if anyone could attend. Mike and Debbie will go.

Events & Happenings:

Small Business Saturday – There was a contest this year for Arvada businesses to be featured in paid advertising. The four winners were 5340 Coffee, Smart Cow, Lovely, and Rolling Sands. There will be a 2 hour live radio remote from 10-12 in Olde town as well. The remote is to be from Olde Town Square. The parking structure is supposed to be open sometime before small business Saturday. The date is not set in stone yet. Jessica explained why the structure is not open yet. She said that since the G Line was delayed that they are making the lot as safe as possible before opening. She also discussed the festival deck and said that there will be a waiting time before allowing festivals in it to see how the parking needs are being met.

Saturdays With Santa - This will take place the first 3 Saturday's in December and there will also be carriage rides.

Lagniappe - December 6th at 6pm. There will be the tree lighting, carolers, chili cookoff, carriage rides, and possibly an Eggnog/Cider competition.

Merchandising Meeting, November 15th - An expert will be teaching a 45 minute long merchandising class about window displays for the holidays. There will be a contest starting on Lagniappe and running until Christmas. Voting will be done on Facebook as well as the night of Lagniappe (a box will be outside each store). Possible prizes could be featured in an eblast as well as gift cards from Olde Town Businesses.

Council Meeting, December 6th at 6pm - The city council will be approving our operating plan and budget. All BID board members are encouraged to attend.

Marketing Update:

Website - New website is up and running. Looks great!

Banners - Prall showed us their ideas for the new light pole banners. The goal is to update the current ones with the new branding.

G-line opening - Prall gave us a handout with a possible plan for a smaller December opening event in the case that RTD does not give us much time to plan an event. Some ideas are:

Ticket booklet to local businesses that will be handed out to train riders.

Strolling Carolers

Carriage rides

Hot cocoa stations

Kids activities in church and library

Greeters in olde town gear

Everyone seemed pleased with the ideas. Scott asked if we could really make it over the top Christmas themed. Was decided to wait to hear when the opening will be.

Dining and Shopping guide - The new dining and shopping guide is printed and ready. It will be at the Visitors Center and also placed around other businesses who would like them.

City Update:

Jessica confirmed that no one knows when the G-line is opening. She also said that new street lights are currently being installed on Upham, 57th, and Grant

Executive Status Report:

Katherine has been interviewing board members to see what they would like to do in the future...stay on the board, exit, etc.. She will also be getting Lori and Mary together to discuss Block Captains and communication. We discussed a need for an attendance policy and she also presented a chart with all of the board members attendance and skills hand out. At the November 30th, meeting we will discuss an events policy pertaining to what the Boards role will be and what the events committee role should be.

Reminder Dates:

November 15 - Merchandising Meeting/Happy Hour - 6pm

November 18th - Coffee with a Cop - 8:30 am

November 21st - City Council Small Business Declaration - 6pm

December 5th - City Council presentation an budget approval - 6pm

December 6th - Lagniappe

(Scott asked if these dates and times could be emailed out as calendar events when they come up so board members could more easily save them)

Meeting Adjourned: Karen Miller, adjourned the meeting at 4:07 PM