

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

**Held:** November 30, 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 (3:00)  
Mary Fedje  
Marty Hester  
Scott Spears  
Debbie Hanson

**Absent:**

**Also in Attendance:**

Samantha Geerdes  
Jessica Prosser, City of Arvada  
Katherine Correll  
Stephen Buyers – Rising Church

**Call to order:** Mike Huggins called the meeting to order at 2:03 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:** Stephen Buyers offered later comment on permit process for events and enforcement thereof.

**Approval of Minutes:** Meeting's held; 9-28-16 and 10-26-16, reading was waived, motion to approve was seconded, minutes were approved.

**Treasures Report:**

Mike offered review of the BID balance sheet as well as profit and loss to date. Notice was also give that the City meeting to approve the BID budget is December 5<sup>th</sup> at 6:00PM and that the City awarded the BID with the Small Business Proclamation for 2016.

**Presidents Report:**

Karen offered comment on Small Bus. Saturday, thank you to those that attended, the City gave the BID a "Small Business Proclamation".

New Shuttle received from Shelly Cook (Aline), parking available at City Hall, fueling at City lot. The shuttle needs branding, wrapping and options for ad sponsorship. \*Scott to check out graphics pricing.

Volunteer appreciation, Dec. 1<sup>st</sup>, 6:00 – 8:00 at Fuzzy's, Karen will hand out OT Gift Cards and rally for upcoming events.

Coffee with a cop at La Dolce Vita produced a good turnout. La Dolce Vita is selling tickets for carriage rides (Lagniappe and Sat. with Santa). Plan to attend City Council Meeting on Dec. 5<sup>th</sup> for Budget and Op plan resolution before the council.

BID (Karen) will offer letter of support to the Historical Society for the resurrection of the "Trolley" (old train car) and its location to be the Flour Mill site.

Gift Cards – New branding added, new look. Added a \$5.00, the City has purchased 100 of the \$5.00 gift cards. These cards are not re-loadable, they are 1x use but can be recycled and re sold to use again.

**Events & Happenings:**

Lagniappe Dec. 6<sup>th</sup>, Sam offered a brief update, planning is going smoothly.

Nog and Cider contest has 15 participants, Scott offered update on contest overview, cards/voting and trophy.

Window decorating contest, photog will be on site Dec. 3<sup>rd</sup>, Pics will be posted to FB, winner announced in Dec.

March 2017 potential opening of the G Line – HOTA will plan St. Pats event no matter the date of the train opening. Planning will begin with site plan, location, space, fencing needs, kid zone, entertainment, main stage and small stage for kids, Sam's baby due in March/April, will need to plan for alternate help.

**Marketing Update:**

Karen offered an update on Banners - The goal is to update the current ones with the new branding. Prall provided specs to Karen, she will forward to BOD.

**City Update:**

Jessica offered updates on the G Line, per RTD no train opening this year, March 5<sup>th</sup> is their deadline to repair glitches with A Line. The platform on Grandview will remain fenced, watch for train testing, they require 21 days of active testing, we may receive 30 day notice of opening when testing starts. Parking garage, repairing expansion gaps, looking to open in December. Look for parking signage to change in the coming weeks in OT.

**Executive Status Report:**

Katherine offered an overview of the Events Evaluation that she performed on behalf of the BID, see attached exhibits A and B. Highlights include; Brand highlights, sponsorships, vendors and strategies.

A discussion was sparked on various events by way of; locations, sponsorships, profitability, participants and benefactors. Overall leaning to altering benefactors each year and having those that benefit, offer more volunteers for the event. What currently works, what does not, addition of family friendly zones for St Pats, was deemed to be an area of interest to the public. Events in OT by others may be more effective to bring in house. Karen offered a brief history on LOST, currently being offered in OT by OSD. Need for more advertisement surrounding events like LOST.

“Footprints” – Approach Merchants for buy in. Develop/expand upon the permit process for events in OT by others, create zones, develop bylaws, rules and regs for events, stock plans for parking, site plans, etc... Establish requirements by OT and the City. Feedback on zones from BOD is good. Something to build upon. BOD will give feedback to Katherine independently.

**Reminder Dates:**

Meeting Adjourned: Mike Huggins, adjourned the meeting at 4:03 PM