

RECORD OF PROCEEDINGS

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

HELD: Wednesday, July 22 at 2:02 p.m. held at the HOTA office.

2015
ATTENDANCE:

A regular 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:

Karen Miller, President
Lori Drienka, Secretary
Marty Hester, Treasurer
Angie Cook, Asst. Secretary
Kelly Floyd
Scott Spears

Also present were Jane Schnabel and Lorie Gillis with the City of Arvada, and Katherine Correll with DCI.

regular
CALL TO ORDER:

Director Karen Miller called the meeting to order and noted that a quorum was present for the purpose of conducting a special 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 meeting held on June 24. Corrections were made. 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.

Treasurers Report: Marty announced that we have received \$100,890.70 so far for the BID.

President's Report: Karen announced that Flicks in the Square is well on its way. The library has arranged for concerts beforehand. Karen is asking for us to host the movies. Kelly will host August 14, Lori the 7th or 28th and Karen will check with Debbie from La Dolce Vita. Scott will possibly host the 28th.

NEW BUSINESS:

DCI contract- Lorie will assist us with getting things finalized as far as the DCI contract is concerned.

Kelly asked the difference between promotions and branding and Katherine explained that.

Kelly also voiced some concern about parking and the scheduling of the shuttle. Discussion was around the schedule of the shuttle and how to get people to use it, specifically employees. Katherine noted that the City is working on a comprehensive parking plan. Lorie explained a bit more of how this is happening.

Scott raised some questions about events and whether Katherine would be involved in helping to plan events. Katherine explained that she would like to be able to help with the organization pieces in order to get a good handle on the events. She could do this through analyzing past events and finding areas that we need to work on.

Lorie presented a copy of the HOTA Events & Policies, November 2014 and suggested that we use this as a template to begin working on a plan that can be very helpful to us. Katherine responded that she would be going through this type of template and using it to improve our events and have a plan that can work well for us.

Karen asked that we have a discussion around events management and such in the near future.

Karen asked about the amount of hours that Katherine will be doing for the BID and questioned the 6 on-site hours. Katherine explained that this is due to the fact that she will be doing a lot of the work not on site in a regular basis. She will be devoting a lot of other hours to meetings and such but they will not happen on a monthly consistent basis. She also noted that she plans to spend one day per week on Arvada.

Kelly questioned the Communication Needs to understand better how this will work, and Katherine explained that she will be doing this off site.

More discussion continued to understand the proposal and it was mentioned that Katherine will have accountability to the Board on a continuing basis.

It was agreed that Lorie and Katherine would continue to work on the contract and finalize it.

National Night Out will be August 4th, 5-7 and Karen is asking for help with set up and such.

Lori, Kelly and Karen will help with that. Helpers needed at 3:00.

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 July 22, 2015, and was approved by the Board of Directors of the Olde Town Arvada Business Improvement District.

Lori Drienka, Secretary