

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

Approved 3/22/17

Held: February 22, 2017 – 2:00 PM
McIlvroy House 7307 Grandview Ave., Arvada CO 80002

Board Members Present:

Karen Miller, President
Mike Huggins, VP / Treas.
Mary Fedje
Scott Spears
Debbie Hanson

Absent:

Lori Drienka
Marty Hester

Also in Attendance:

Nancy Ford, Council Member
Jessica Prosser, City of Arvada
Prall Marketing – Alex and Eliza
Jane Schnabel
Steve Byers

Call to order: 2:09 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: Steve Byers would like hub parking encouraged by all.

Approval of Minutes: Meeting held; January 25, 2017 reading was waived, motion to approve was seconded, minutes were approved.

Treasures Report:

Mike Huggins offered an overview of the financials, adjustments to be made to the chart of accounts based on the 2017 budget categories. Billing is complete for the first half of the year to the City.

Presidents Report:

Karen offered an overview of the meeting held by the parking committee, loading zones on Grandview, Grandview changes by the City.

- **Banners** – Meeting with Parks resulted in positive motion for banner installs, should be complete by St Pats. Parks also mentioned that the flags need to be replaced, will this be a BID or Parks expense?
- **Spark Downtown** proposal – Board votes no to continued or even limited to services based upon the role of the new director hire.
- **Shed** – We are looking at other options as the 10x10 shed is no longer an option. Deck boxes, parks shed that is in place and the hub storage areas are in play.
- **St Pats** – Bands are booked, Vendors are submitting apps, Silver Vines wants more per glass which would be a loss for HOTA. Karen will discuss with SV. An outside distributor is an option and would be more profitable to HOTA, however, the Board also feels an obligation to promote OT merchants.
- **HOTA Board** approved change in wording to the By-Laws – cross over from the BID board will be beneficial, HOTA to have 7 board members. Events would be main focus of HOTA, Lori, Scott and Karen to cross over to HOTA and BID boards. Board member elections discussed, Karen with Grand Lake Brewing would like to get more involved.
- **Volunteers** needed for St Pats – Board needs to approach as an all-in effort as opposed to a one-man band. Karen asked that everyone start speaking with friends, family, trusted acquaintances to pool for volunteers. Incentive ideas include OT gift card, ice cream cert from Scrumptious, meal tickets from food vendors, Klines cert, La Dolce Vita cert. Sign up Genius was suggested as the tool to organize the times/signups etc....Scott feels as though the gates should be manned by hired help, It was noted that Argus is the company that replaced the last company and Argus worked out very well for second Saturday 2016, they were also available to breakdown at the end of the event. Local Realtors are also a good resource as volunteers.

Events & Happenings:

Chocolate affair update – 7400 earned, roughly – the Board recognized and thanked each of the volunteers.

March 11 – St Pats

May 4 - LOST

Marketing Update:

See also, items incorporated herein by attached reference – Prall offered updates on Volunteer Program and event footprint options/zones, AFD comments have been incorporated in red. Continued emphasis on email sign ups and collections as well as Specials for the web site. Alix offered 30 day stats, web site traffic and areas of interest driven by media outlets and social media. 94 new emails added, 7 on line sign ups, 2400 views, 2000 unique, 4500 page views, 200 directory views, 115 specials page....

City Update:

Jessica offered that lighting fixtures will be added in tiers, Upham, Grant and a section of 57th will be the first in the tiered process.

Meeting with RTD offered changes to events along Grandview per federal rail guidelines – more to come on new requirements.

Transportation Committee is discussing the addition of a train commuter to areas like the Arvada Center, see notes in shuttle.

Shuttle – Stats were polled over the last 5 months, is there a need for the current shifts? Possibility to incorporate rides to Arvada Center after train starts. Designated stops/route and signage is once again encouraged.

BID Director update – Two candidates will be called back 2/23 for a second interview. A brief review of interview questions and the need to incorporate other questions was mentioned. An emphasis for candidate to point out accomplishments was mentioned Allison Trembly will be present to aid in the process and add questions.

Bike Plan – Overview of map (Olde Town Arvada Proposed Bicycle Network – Master Plan dated 2/8/2017) was introduced. Danger zones vs bike friendly areas, bike parking, adding bike racks in OT now that the hub is open, were all topics of discussion.

Meeting Adjourned: Karen Miller, adjourned the meeting at 3:45 PM