

**OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
APPROVED 4/26/17 - Meeting Minutes**

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

Board Members Present:

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

Also in Attendance:

Nancy Ford, Council Member
Prall Marketing – Alex and Eliza
Steve Byers

Call to order: 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.

Public Comment: None at this time.

Approval of Minutes: Meeting held; February 22, 2017 reading was waived, motion to approve was seconded, minutes were approved.

Treasures Report: Mike has been overseeing BID account via on line statements and all is in line.

Presidents Report: Karen Miller offered;

- Ralston House sent a letter of thanks for the donation from the Chocolate Affair event proceeds.
- Parking enforcement to take on more of an ambassador role, LAZ will take a soft approach with current program, appeals on tickets are more lax at this time.
- The Director role has yet to be filled, working on filling the role.
- The Vista program through DCI is a possibility for summer staffing and events.

- Sam had her baby and will be on leave for a few weeks, working in part time items from home for now.
- City street light additions will start March 27th, and should wrap up mid June.
- City has asked that a HOTA representative join design review. Debbie Hansen has offered to step in Mike Huggins will act as back up if needed.
- The Hotel is now open for business.
- Silvis and Rolling Sands are closing as of April 1, 2017.

HOTA Annual Meeting – April 20th, 6:00 PM, place TBD. Will need to elect new Board Members. Current members are Karen Miller, Scott Spears and Lori Drienka. Drew Gordon with the Bluegrass and Karen Wood with Grand Lake Tavern have expressed interest in the past, a ballot for elections will be sent out to HOTA members in the coming weeks.

Events & Happenings:

May 4 – LOST – 21 merchants involved.

HOTA Annual Meeting – April 20, 6:00 PM

Flicks – We need (3) movies selected for August 4th, 11th and 18th – Lori, Mike and Mary will select the movies on line with Swank.

Harvest Festival – A BID representative at planning meetings would be beneficial to collaborate. Second Saturday – How will you help? Volunteers? Pre-planning? – Prall will provide a proposal to step in with planning and to put on (3) event dates for Second Saturday (June 10, July 8 and Aug 12). Lori suggests a pre-planning meeting, to include who can be involved and how as well as volunteer recruiting.

Event committee may be beneficial.

St Pats feedback – Scott feels a credit card system would be beneficial at ticket sale booths, or an ATM. Need more porta johns. This year participation seemed low, may be due to poor weather. The inclusion of the square worked out well. The Platform did not perform well. Need diverse vendor types. Offer sidewalk space/booths to merchants – vested interest is a good way to insure they participate.

Key points for all events:

- Themes are important
- Quality vendors important
- Marketing to the public important

Marketing Update:

See also, items incorporated herein by attached reference. Prall points – Overview of Event zones were presented. Prall has been communicating with the City of Arvada with regards to permitting and events in Olde Town to define event zones and processes, wording on policy should be moveable such as; “All Submissions Subject to Committee Approval”. Board to offer items and verbiage for code rewrite. Prall suggests a “Kit” of sorts that would accompany an event permit per zone that would include the footprint for that zone, fence plan, etc.. Prall key points are that events need to be defined and managed properly. Suggestion to include a more

inclusive sign off sheet for merchants to include; open during event? Deliveries scheduled during event? Appointments or merchant event in conflict with event?
The Board is to review Prall handout presented today and offer comment at a later date.

City Update: None at this time.

Shuttle –Shuttle stats, rider log shows 4-6 riders on average during weekday 4 hour shifts. Is the shuttle beneficial? Worth the time and money? Friday – Sunday, show more riders whereas Mondays are very low. Note to continue with Fri – Sun shifts and re-evaluate weekday shifts. The Hotel may hire the shuttle for groups and events. The Arvada Center may hire shuttle for their events. Train commuters traveling to the Arvada Center would determine need. A need exists to re-vamp the shuttle program – routs, signage, key times of day/night, consistency is key. Debbie Hansen will work on a shuttle program.

Meeting Adjourned: Karen Miller, adjourned the meeting at 4:02 PM