

**JOINT MEETING OF THE  
OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT  
AND HISTORIC OLDE TOWN ARVADA  
BOARD OF DIRECTORS  
Approved 6-28-17 - Meeting Minutes**

**Held:** May 24, 2017 – 2:00 PM  
McIlvoy House 7307 Grandview Ave., Arvada CO 80002

**BID Board Members Present:**

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

**HOTA Board Members Present:**

Karen Miller	Scott Spears
Debbie Hanson	Drew Gordon
Lori Drienka	

**Also in Attendance:**

Jessica Prosser – City of Arvada  
Alix Scott and Eliza Prall – Prall Marketing  
Allison Trembly – AEDA  
Cindy Jaye – Arvada Library

**Call to order:** 2:04 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; April 26, 2017 reading was waived, motion to approve was seconded, minutes were approved.

**Treasures Report:** Mike offered an overview of the of the financials. BID account in need of QB help.

**Presidents Report:** Karen Miller offered; Nathan has accepted the Director position and is due to start mid-July, position will be contract, stipend offered for Ins.

HOTA Officers are as follows:

Treasurer – Debbie Hansen
VP – Scott Spears
Secretary – Lori Drienka
President – Karen Miller

### **Events & Happenings:**

Denver Beer will open mid June.

Flicks – August 4<sup>th</sup> – Mary-Light Rail Gallery will host.

RTD should start testing the Gline in June.

### **Marketing/Event Update:**

- Jean with the Visitor Center will staff the Info booth at SS events, she will sell hats and shirts and hand out guide of OT.
- 24 Email collection boxes are currently in stores, web site traffic is up, SS event posters have been distributed, street roamers will hand out merchant specials at the events, Blogs and media posts are underway for events.
- Wine sales at SS events – Silver Vines is in flux, brain storm smaller pour in lieu of raised price of \$3, a second wine booth may be route to take to keep costs manageable for HOTA.
- Primo Vino may be a possible source for wine sales.
- Bluegrass can sell wine through their distributor and can staff the wine booth. (Silver Vines and Bluegrass to do wine sales)
- Volunteers are needed! Add link on the web site in Events for Volunteers to see events and find a sign-up link, City has a weekly newsletter that will post the need for volunteers at OT events.
- Beer sales = Denver beer and Grandlake, HOTA will sell Coors.
- T-Mobile may be interested in sponsorship at SS events.
- Setting up square account for credit card ticket sales options.
- Karen and Debbie will announce from the stage the day of event.
- Drew offered refrigeration truck day of event for ice and beverage storage. Behind scrumptious may be a viable parking option for truck/trailer, Debbie will reach out to McBride building on parking options.
- Games = corn hole, jenga and checkers – Spray chalk can be used in the square for games. Library will do a craft with the kids on event day.
- Kiosk in the square will be cleaned up and swag added for event theme, sponsorship adds and merchant showcasing.

### **City Update:**

Jessica will check in on SS permit as it has not been issued to date.

Vibrancy study / Downtown Visits – Lori offered updates from the various districts that she visited, noting that capital is key. Castle Rock offered different offerings in cluster businesses.

Littleton trying for a BID. Ft Collins is large by comparison (600 businesses, 60% retail), they find that larger franchises as anchor businesses do well for them, they are starting "Incubators" (small stores, startups), alley projects, trash corals, murals and arts are prominent features.

**Community items:**

- The bank is having a problem with vehicles hitting the trash bin area and building in their parking lot, would BID help with repairs?
- Tagging and graffiti becoming an issue – would BID contribute to graffiti cleanup? It was noted that a good deterrent to graffiti is to clean up quickly.
- Security cameras – 5k allotted in safety budget. Discussion as to how to manage a rebate/ incentivized program to businesses for installing exterior cams? Camera's price range estimated to be approximately \$150. – \$300. Items to consider in potential rebate or incentive: \$200.00 discussed amount per ext cam., equipment, systems, monitoring, with a condition of allowing PD to view video's. Question, are street cams available to O.T. from the City?

**Shuttle:**

Ford vs EV – benefits/negatives of both vehicles were discussed.

- Small signage – placed and removed at each shift that indicates 15-20 min interval pickups.
- Show route and times.
- Email to merchants on route and times.
- Approx. 5 stops on route.
- City can make the signage.

Meeting Adjourned: Karen Miller, adjourned the meeting at 3:35 PM