

**JOINT MEETING OF THE  
OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT  
AND HISTORIC OLDE TOWN ARVADA  
BOARD OF DIRECTORS  
*APPROVED 02/28/17 - Meeting Minutes***

**Held:** November 29, 2017 – 2:00 PM  
    BID/HOTA Office - 7307 Grandview Ave, Arvada 80002

**BID Board Members Present:**

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

**Absent:**

**HOTA Board Members Present:**

Scott Spears  
Debbie Hanson  
Lori Drienka  
Karen Miller

**Absent:**

Drew Gordon

**Also in Attendance:**

Nathan Bishop – Executive Director	Jane Schnabel – Resident/St Annes
Kim Blosser	Cindy Jaye – Arvada Library
Allison Trembly – City of Arvada	Jessica Prosser – City of Arvada
Nancy Ford – City of Arvada	UrBike Rep. – Bike Share Program
Scott Stayley – Historical Society	

**Call to order:** Mike Huggins called the meeting to order at 2:01 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.

**Introductions and Public Comment:** Introductions were made around the table. Scott Stayley on behalf of the Historical society offered an overview and introduction of the photo journey book of Arvada, book in print for sale as of Aug 2016.

**Approval of Minutes:** Meeting(s) held: October 25, 2017 – Reading was waived, Motion / Second and approved without comment.

**Treasures Report:** Debbie offered comment and update on the provided financials for both the BID and HOTA through Sept 30, 2017. To date balances were offered for both entities. It was noted that Community Bank has struggled with getting us up to date with on line sign ins for both entities.

**Presidents Report:**

**BID** – Mike offered a welcome to new businesses to the district and a reminder of a few up and coming events.

**HOTA** – None offered.

**Executive Director:**

Nathan offered an overview of:

- Nathan found that our website's settings were set to not be found under common search names, that has been corrected and we are now searchable and easier to find.
- A potential "Sponsorship Package" and is looking for feedback from the Board.
- An event overview was offered with regard to SBS, Lagniappe and Saturday with Santa.
- The Shuttle program will need sponsorship in order to continue beyond Dec 2017, some stats were offered by way of ridership to cost ratio. \*The Board noted that a severance/gift may be a beneficial gesture to the parting drivers. – The conversation will continue on this as no decisions were made.
- Overview of the Culture and Arts commission recent tour.

**New Business / Old Business:**

- Ur bike – dock less bikes presentation by Dave with Ur Bike, Denver based, designed as a game tech, data driven and data share program, to lend a hand in future planning / bike lanes, etc. March is a target deployment date for a pilot program in / around Arvada / Olde Town. \*Serving that last mile of transportation is the thought behind the program. Further discussion ensued.
- Bike Program/pilot – The Board empowered Nathan to spearhead with the City of Arvada. City would like BID to take the lead. Opportunity for promotional ads and cross promotion with Merchants.
- Dec. 4<sup>th</sup>, 6:00pm, is the City Council meeting to approve BID opp plan and budget for 2018.
- Karen posed that the BID board expand from 7 to 9, a motion was posed, seconded and approved. It was further discussed that staggered term limits be imposed. Jan 22, was noted by Jessica to be the business meeting for the City in which to offer resolution on this matter, it is thought that 11 is the max for BID board members.
- Nancy Ford noted that the BID needs understandable Bylaws or Rules/Regs, it was deemed that the "Leadership Roles" document provided by Katherine Correll would be a good starting point for such a document.
- Board Applications were discussed, (5) applicants have been noted as the top 5 of 11 applicants, there is a 3 person tie in the 6<sup>th</sup> seat, the remaining 6 applicants to be sent out for re-ranking due to addition of (2) board seats.

### **Events & Happenings:**

- An event planning session took place in late November; Scott Spears, Lori Drienka, Nathan Bishop and Deb Pearson were present, an overview of the meeting was offered, questions were posed as to how the committee will work, a second meeting has not been set at this time.
- Karen Miller stated that planning for The Chocolate Affair is underway, those involved in the planning are Karen, Jane Schnabel, Sam and Tara with the Ralston House who will again be the recipients of the proceeds, less costs/overhead from the event.
- It was noted that other local charities would also benefit from such donations, no alterations to the donation process will be made without ample notice being offered to current recipient.
- Jane offered history of events.
- Seasonal carriage rides – a discussion ensued as to the history of Friday evening carriage rides and why they were stopped. Lori did some outreach on bringing Friday rides back and found that 3 hrs, 5:00 – 8:00, would cost \$450.00, the board at this time feels now is not the time to revive Fridays. No sponsor was engaged this year for carriage rides during Saturday with Santa. It was noted that Denver Carriage is currently the most cost-effective company offering the service. Ticket sales is a must for the carriage rides, free rides without a process is hard to manage the crowd. A few ideas were tossed about as to sponsorships for future carriage offering during events.

Meeting Adjourned: Mike Huggins adjourned the meeting at 3:59 PM