

**JOINT MEETING OF THE  
OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT  
AND HISTORIC OLDE TOWN ARVADA  
BOARD OF DIRECTORS  
*Approved 10/25/17 - Meeting Minutes***

**Held:** August 23, 2017 – 2:00 PM  
AURA – 5601 Olde Wadsworth Blvd. Ste 210, Arvada 80002

**BID Board Members Present:**

Scott Spears - VP  
Debbie Hanson - Treas  
Karen Miller  
Lori Drienka  
Mary Fedje

**Absent:**

Mike Huggins - President  
Marty Hester

**HOTA Board Members Present:**

Karen Miller  
Debbie Hanson  
Lori Drienka  
Scott Spears  
Drew Gordon

**Absent:**

**Also in Attendance:**

Nathan Bishop – Executive Director  
Jessica Prosser – City of Arvada  
Allison Tremble – City of Arvada  
Nancy Ford – City of Arvada

**Call to order:** Scott Spears called the meeting to order at 2:00 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 as needed. No public comment.

**Approval of Minutes:** Meeting held; July 26, 2017, reading was waived. Motion to approve, seconded and minutes were approved without comment.

**Treasures Report:** None at this time.

**Asset(s):** The Ford Shuttle is in need of repair and a fuel source. The BID to establish accounts or obtain gas cards.

**Executive Director:** Nathan offered an overview of his first few weeks as Executive Director.

Annual Reports – 2017 Operating plan review and discussion of bullet point items It was noted within “Safety”; Does it make more sense for the City to install camera’s over BID, with ACLU a potential threat to the program overall. Karen suggested Rick Kron may have insight into BID safety program.

Nathan offered that a bike patrol as a pilot option would add to safety of the community as well as build upon friendly and approachable relationship with PD. An increase in patrol will make patrons fees safe.

Additional Operating items of note were; Sponsorships, directories, and kiosk updates.

BID to power wash after Harvest Fest.

2018 Operating Plan an Budget should begin now, Jeffco information should arrive in late August.

Karen Miller noted and the board agreed that Nathan Bishop as Executive Director have autonomy with regard to day to day matters, without needing Board approval.

**Presidents Report:** None at this time.

**Events & Happenings: \*Event Committee needed – upcoming events should start for planning.**

- SS notes: Themes need to be discussed and agreed upon early in the process. A discussion ensued with regard to missed vs capitalization areas. Entertainment to appeal to a larger group.
- Events are meant for community outreach, making data driven decisions, good or bad?
- Flicks, good turnout for Muana, good sales on popcorn, candy, swag. Overall, popcorn machine worked great.
- TOTS, again it is noted that a potential hazard is in place without street closures. BID looked to the City for help with potentially supplying electrical road signs, rolling closures were discussed as were crossing volunteers.
- Event Trailer – A motion was made and seconded that BID accept the 2017 LARK Trailer from the City of Arvada. BID to research the Ford shuttle as a potential tow vehicle.
- Small Business Sat, Nathan building upon partnerships with The Visitor Center and AURA – A \$2700 contribution to 5280 ad was approved.
- Saturday with Santa – a contribution under 2000.00 was approved.
- Harvest Fest – Lori Drienka noted she would man a HOTA table in front of her property and will reach out to Renee with HF about our presence. HOTA board members are OK with idea.

**Contract(s) review:**

Prall Marketing – With the addition of the Executive Director, we will not be extending Prall’s contract on a monthly basis, rather as an as needed consultant.

Sutter Media – Will remain on a monthly retainer, with value noted in Paul Sutter’s connections and abilities to work OT into mainstream news outlets.

A conversation ensued with what to bring in house vs. outsourcing with regard to 2018 Marketing and Events.

**City Update:** None.

Meeting Adjourned: Scott Spears adjourned the meeting at 3:25 PM