



BUSINESS IMPROVE- MENT DISTRICT

THE HISTORIC DISTRICT

Meeting of the Board of Directors - - Meeting Minutes

Draft

Held: September 26, 2018 - 2:00 PM
Jehn Building Conference Rm- 5690 Webster St., Arvada 80002

BID Board Members Present:

Mike Huggins - President
Scott Spears - VP
Debbie Hansen - Treasurer
Lori Drienka - Secretary
Deborah Pearson
Antonia Pappas
Brandon Capps
Charlie Berger
Karen Wood

Absent:

Also in Attendance:

Allison Trembly - BID Temp.
Nancy Ford - City of Arvada
Jeremy Farmen - New Image Brewery
Marketing Ryan Stachelski - City of Arvada

Jessica Prosser - City of Arvada

Call to order: Mike Huggins called the meeting to order at 2:02 PM. Quorum was deemed present and the meeting ensued.

Disclosure of potential conflicts of interest: None at this time.

Approval of Minutes: Meeting(s) held: August, 22, 2018 - Reading was waived, Motion / Second and approved without comment.

Treasures Report: Debbie gave a brief treasurers report. We are changing payroll, events will change to separate by each individual event. Debbie will follow up

with Red Point. They will join us for the October meeting and we can ask questions.

Presidents Report: Gift Card Program has been suspended until we find a way to work out differences with HOTA.

District Expansion-introducing idea of sponsorships and may want to explore further. Mike asked if we would be okay with sponsors looking the same as the all others. Motion for Pilot Program to be drawn up and sent to Board, seconded & Passed.

Email situation- motion to expand email addresses cap at \$50/month . Seconded, passed.

Event Committee Report: Scott Spears talked about Rail Opening activities and general promotional projects being worked on-photo ops in the plan, informational booths, ambassadors, passports. Joe is working with City on budget. Committee is working on events plan for 2019 and will present soon. Scott asked for a motion for BID to pay \$2500 to Scott to reimburse for deposit he made and \$2500 to Ben Tyson when the Passport is complete. Moved, seconded, approved.

New Business / Old Business, Events & Happenings:

Website map improvement- proposal sent to everyone and Mike would like us to approve this proposal.

Moved, seconded & approved.

City of Arvada:

Strategic Plan Presentation- Jessica and Ryan presented an activity to work on strategic plan, asking the board to give input. They will consolidate the comments and come back with a plan to be approved. Mike suggested that we need to get this done soon. Our goal is to get the plan done and job description posted shortly after the next meeting.

Analysis of salary range needs to be done and will take place asap so we can get this all wrapped up ASAP.

Brandon make a suggestion that we focus on a person that can work with a lower price point and leave money in the budget to hire outside resources for marketing and reputation.

This will be submitted to the board within next few days and we will have 7 days to take this under advisement and get it complete

Operating Plan & Budget - Mike presented his proposed operating plan for review. Allie will contact attorney and get answers for procedure. We will have it ready for the next meeting and will go to council by early part of December.

Motion to submit the operating plan and budget to the City. Moved, seconded & passed.

Nancy Ford - informed us that City Council has recommended she represent the BID rather than HOTA at this time.

Meeting Adjourned: Mike Huggins adjourned the meeting at 3:35 PM