**RECORD OF PROCEEDINGS**

**MINUTES OF THE MEETING**

**OF THE BOARD OF DIRECTORS OF**

**MIDTOWN BUSINESS IMPROVEMENT DISTRICT**

**HELD:**

Wednesday, January 8,2020 , at 7:30 a.m. at the Foothills Mall offices, 215 E. Foothills Pkwy, Fort Collins, CO 80525

**ATTENDANCE**:

The meeting of the Board of Directors of the Midtown Business Improvement District, City of Fort Collins, County of Larimer, Colorado was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Luke McFetridge

David Fritzler

Lauren DeRosa

Carrie Baumgart

John Hoxmier

Mike Dellenbach

Rayno Seaser

Director Spiro Palmer, Patrick Bunyard and Rayno Seaser were absent, absence excused.

**CALL TO ORDER**:

Director McFetridge noted for the record that a quorum was present, and on behalf of the Board, called the meeting to order.

**POTENTIAL CONFLICTS OF INTEREST**:

None stated by members of the Board.

**APPROVAL OF AGENDA:**

There being no amendments to the agenda presented, the Board approved it unanimously.

**DISCUSSION WITH BRUCE HENDEE:**

Bruce hendee gave an update:

Bruce and Director McFetridge met with Paul to go over website/logo design and social media details. They should have more information to bring to the next meeting. The board agreed that the BID should focus more on getting the website launched and put social media on the back burner for now.

Bruce met with Roger from Urban Design in regards to the district formation. The city’s budget process has started and should finalize by September. Our goal is to have the BID as part of their budget and we can implement that money towards signage and medians.

The Drake and College construction project is being done by Brinkman. Once the city approves of the signs, David Fritlzer will get Bruce with Jay from Brinkman to present ideas of possible signs being put up in that area.

Trees within our area are put on a limbing rotation. We need to get a timeline and scope of this so that we can make sure that our goals align with the city’s schedule. Once our website is launched we can add a link to the city arborist website that will map out trees in our district and also provide information/resources for everyone to access. Director DeRosa had the idea of also including “before & after” photos of the trees as a way to show the members where their money is going.

We still need to compile a list of members and potential members numbers and emails so that we can send out information to the actual business owners rather than the land owner. Director McFetridge brought the idea of hiring a person for a administer role. This would be a hourly paid position and they can help manage/update this information for us.

By the end of the first quarter our goal is to have this list put together so we can implement all of these ideas. Director Hoxmier has a good start to this list and will get it over to Director McFetridge so that they can figure out where the holes are.

Midtown Business Association is having their Fall Fest on September 18,2020. Opportunity for the BID to possibly doing something at this event.

**TREASURER UPDATE:**

Director Fitzler presented invoices and asked for approval. Motion passed unamiously.

The 2020 assesment was sent to the accountant. They asked if we wanted to send a letter with invoices like we did last year. The Board agreed that it was a good idea to do so. This way there hopefully wont be as many questions. Bruce will help type this letter up.

Director Fitzler will have send out invoices around the 10th of the month. These should be the normal expenses. There are two invoices that Director Fitzler and Director McFetridge will look over.

**NEW BUSINESS:**

Future meetings will now be starting at 8:00 am.

Director McFetridge will create a Dropbox that will hold all of the important documents. This will allow everyone to access information without having to ask Luke.

# ADJOURNMENT:

There being no further business to come before the Board and upon motion duly made, seconded and unanimously carried, the meeting was adjourned.

The foregoing minutes constitutes a true and correct copy of the minutes of the above-referenced meeting and was approved by the Board of Directors of the Midtown Business Improvement District.

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Secretary to the Board