

**RECORD OF PROCEEDINGS**  
**MINUTES OF THE MEETING**  
**OF THE BOARD OF DIRECTORS OF**  
**MIDTOWN BUSINESS IMPROVEMENT DISTRICT**

**HELD:**

Tuesday, February 12, 2020 at 8:00a.m. at the Foothills Mall Management offices, 215 E. Foothills Pkwy., Fort Collins, Colorado

**ATTENDANCE:**

The meeting of the Board of Directors of the Midtown Business Improvement District, City of Fort Collins and 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 - President  
Lauren DeRosa - Secretary  
David Fritzler - Treasurer  
Rayno Seaser  
Patrick Bunyard  
Mike Dellenbach  
John Hoxmeier

Also in attendance were: Roger Sherman - City of Fort Collins Landscape Architecture  
Paul Jensen with One Tribe  
Bruce Hendee  
Kendra Dill with the City Forestry Department (*apologies as I did not note the name of the other City Forestry attendee*)

Directors Spiro Palmer and Carrie Baumgart were absent, absences 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 at 8:02am.

**DISCLOSURE OF POTENTIAL CONFLICTS OF INTEREST:**

Seeing and acknowledging none, the meeting continued.

#### **APPROVAL OF MINUTES:**

Mike Dellenbach made a motion to approve the minutes; Second by David Fritzler. The Board voted unanimously to approve the minutes.

#### **APPROVAL OF AGENDA:**

Mike Dellenbach made a motion to approve the minutes; Second by David Fritzler. The Board voted unanimously to approve the agenda.

#### **PRESENTATION FROM THE CITY FORESTRY DEPARTMENT**

Discussed the scope of Midtown tree planning from Drake to Boardwalk. Inventory in that space is 230 trees. 44 are Ash trees and they are planning to treat 18 of them with 26 that will not be treated. Treatment is most effective every 3 years with a trunk injection of “triage”. The other trees in the area are 25 Evergreen trees that are comprised of Spruce, Austrian Pine and Pinon Pine.

Work in the midtown corridor will most likely occur in April. It will involve a 3-day process with double lane closure in both the northbound and southbound lanes as they move in both directions. It was suggested by the board that if a Sunday, Monday, Tuesday schedule could afford the best outcome for most businesses in Midtown. A Midtown Event is scheduled in September in The Square so this should not impact the event.

Pruning guidelines on deciduous trees are a 14 ft. clearance street-side and an 8 ft. clearance over sidewalks. Generally, Evergreens are pruned to 40% trunk and 60% canopy.

#### **TREASURER UPDATE**

*Requires information from Luke or David as I left the meeting prior to any discussion*

#### **WEBSITE PREVIEW - ONE TRIBE**

Paul Jensen showed us a basic setup for the Midtown BID website. Model for the domain would be similar to the RINO District site in Denver.

Objectives of the format and information would be

1. Focus on needs of the BID

2. Awareness and excitement about Midtown
3. Engage with Midtown businesses

Home page might include the following menu items

1. "About" – BID vision, mission, minutes and meeting dates and times
2. Initiatives – announcements and projects
3. Visit – Popups to maps and businesses in the corridor
  - Events and News
  - Submission Section that would be managed by someone for local events and calendar items
4. Resources
5. Contact Forms

Cost for maintenance of the site would be \$55/mo. after the first 6 months

Budget for the project would not exceed \$18,000

- 1/3 for initiation
- 1/3 for completion of design
- 1/3 for the launch

Timeline for Development to Launch would be approximately 4 months

Paul said that creating a library of photographs from the district would be important and Luke has already initiated that project

Recommended that the company to host the website might be Flywheel. Currently the site is hosted by Squarespace.

Permission was given by the Board to One Tribe to begin work on the project

Discussion about finalizing the domain name of the website. Found that "Midtownfortcollins.org was available but the same domain in .com was already owned by the now defunct Midtown Arts Center.

Bruce will reach out to the owner of that domain name to see if they were willing to sell the name. At last check, she might be willing to consider selling the name.

Midtownfc and Midtownfoco url's are already owned.

The Board also mentioned that we would like to include video on the site.

## **B. ROGER SHERMAN – URBAN DESIGN CONCEPTS AND A REVIEW OF THE FIRST PHASE**

*Notes for this portion of the meeting were forwarded to me from Bruce Hendee*

Roger discussed the following point about the project moving forward:

- Some button signs and possible pole sign wraps (hopefully to be coordinated with tree pruning to reduce costs)
- Showed the Brinkman building concept at Drake and College

- Mentioned a desire to get all of the median landscaping completed in 2020-21

**C. BRUCE HENDEE UPDATE**

Advised the Board that he has upcoming meeting with the City Staff and the City Manager. He also reviewed what happened at the MFCBA meeting held on Tuesday, February 11, 2020.

**ADMINISTRATIVE DISCUSSION:** none

**OTHER BUSINESS:** none

**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