

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

HELD by ZOOM Meeting:

Wednesday, April 8, 2020 , at 8:00 a.m.

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
John Hoxmer
Mike Dellenbach
David Fritzler
Lauren DeRosa
Carrie Baumgart
Rayno Seaser

Director Spiro Palmer and Patrick Bunyard 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 CURRENT SITUATION COVID-19:

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The City is moving to a 1 year budget. Doing critical services only.

Bruce spoke to City CFO and thought there was some willingness to share tax revenue info. Bruce will reach out again.

Luke stated that as a Board, we have the right to defer payments from property owners.

The Board discussed pivoting our focus to how we can help businesses in our corridor now. Give businesses something tangible.

- Possible marketing, website, social media advertising.
- Possibly doing a joint promotion with the MFCBA
- Look at doing an ad in the Northern Colorado Business Report/Coloradoan
- Collect data on businesses and promote link on landing page of BID Website

Luke said he would assemble a Google Doc to start compiling data and asked Board members to help with this. He will also look into a Temp Staff on a 1099 basis to help fill the gaps. Luke will also call Jaimie with Rhino to see what they are doing to help their BID.

We need to begin to craft a story on our BID businesses. Will need a marketing firm to help with this. Bruce states One Tribe can help a lot.

Bruce has asked BHA to format all the work they've done for the BID so when things get back to normal we can pickup where we left off.

TREASURER UPDATE:

NEW BUSINESS:

ADJOURNMENT:

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

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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.

Secretary to the Board