

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

HELD by ZOOM Meeting:

Wednesday, June 10, 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 REGARDING WEBSITE CONTENT AND TIMELINE:

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We reviewed the layout of the Website. All agree that maybe we need to rotate pictures of all businesses in the corridor on the front page. Also, would like to see the "Midtown" logo bigger and more prominent throughout all the tabs of the website.

Website and content will hopefully be complete by end of month. We can then mail out postcard. We need to come up with a 1 pager with more information than the postcard for Mantooth. This way they can share more detail with the businesses when visiting. We would like to see Mantooth go out and visit businesses withing 7-10 of mailing the postcard. Hopefully by end of July we will have started to collect surverys and configure the data.

DISCUSSION ON CITY CAMPAIGN AND OTHER RESOURCES:

Luke and Bruce both stated with the BID's partnership with the City of Fort Collins "Buy Local" campaign, that we should be able to get some yard signs and bandana's. These items will be good for Mantooth to hand out to the businesses that they visit. Rayno suggested we see about printing the Midtown BID logo on the signs. Luke will reach out to the city to see if this can happen.

Luke also stated that NOCO Thinktank is providing web based classes with information for businesses. This is a good resource for finding out what we can and can't do as we reopen.

Luke met with Spiro Palmer and his Admin Assistant. They will be a great resource for us and will be able to assist in emailing information to all their tenants – 30-40 businesses.

Palmer is partnering with U/C Health in doing blood drives around Fort Collins. The midtown event will be July 7th & 8th. This is good information to get out as well.

Lastly, Luke asked that all board members send any stories they wish to include in our website content. Stories that talk about what we are doing, how we are adapting, what work is being done in the community, etc.

TREASURER UPDATE:

David Fritzler send out current bills to the board for approval via email.

NEW BUSINESS:

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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.

Secretary to the Board