

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

HELD by ZOOM Meeting:

Wednesday, April 14, 2021 by zoom

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
Mike Dellenbach
David Fritzler
Carrie Baumgart
Patrick Bunyard
Lauren DeRosa

Absent John Hoxmeier, Rayno Seaser, Spiro Palmer, Absence excused.

Executive Director Jamie Giellis was also present

CALL TO ORDER:

Director Luke McFetridge called the meeting to order at 8:11 am.

POTENTIAL CONFLICTS OF INTEREST:

None stated by members of the Board.

APPROVAL OF MINUTES:

Board voted, passed unanimously.

TREASURER UPDATE:

Reviewed normal invoices and approved. David Fritzler reported that 3 past due accounts from 2020 have been collected through the County Assessors office. Still waiting on a few more.

APPROVAL OF AGENDA:

Agenda approved unanimously.

.

RECORD OF PROCEEDINGS

Midtown Business Improvement District

April 14, 2021

Page 2

DISCUSSION ITEMS:

Mantooth Engagement:

Mantooth completed door to door meetings. Window clings were not included in that due to not being able to locate them. Door clings were found and now Jamie will be sending out a handwritten note with her card thanking rate payers. The clings will be included in that thank you letter.

Business Bond Program Update:

After Mantooth introduced the program, several businesses showed interest, however, due to complications and timing we feel it might be more appropriate to introduce more of a discounted gift card program. I.e., Buy a \$100 gift card to a local business for \$75. The business will still receive the full \$100. We will need to put a time frame/Cap on the program...like first come first serve until money runs out. Board likes this idea and just wants to make this as simple as possible for rate paying businesses. We should reach out to those rate payers that have been vocal about the BID as well as those that shown initial interest in the Bond program first. It was discussed that we should have a subcommittee to help guide this effort.

Website and Newsletter Update:

The website is awaiting final content and will be ready to launch in early May. Draft content for the newsletter was reviewed (as per the agenda) and approved. The board also discussed included a business of the month feature, and to start with Red Wing Shoes. ED Giellis will reach out to Bonnie at Red Wing Shoes to get information for the first newsletter, to launch in early May. ED Giellis also suggested we at least set up and minimally manage a Midtown Facebook page, and the board agreed. A FB account will be set up and populated before the next board meeting.

Wayfinding:

Special meeting notes were reviewed and approved. It was determined there will likely be another special meeting to review proposed designs before the BIDs next regular board meeting.

Small Business Week with DDA and Others:

The DDA is organizing a local small business week and has asked the BID to participate. There is no special requirement for the BID other than to add their name to it and help promote it.

Meeting with Midtown Business Association:

This discussion was postponed until the next meeting when John can be in attendance.

RECORD OF PROCEEDINGS

Midtown Business Improvement District

April 14, 2021

Page 3

Press Release re: Midtown BID Efforts:

The board reviewed ED Giellis' proposed outline for a Midtown BID press release in early May and approved developing the draft release for review.

Other Business – Supporting Foothills Mall Event Series:

To be discussed at the May Midtown BID Board Meeting

NEW 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.

Secretary to the Board