

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

HELD by ZOOM Meeting:

Wednesday, December 9, 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:

Jamie Giellis
Luke McFetridge
Mike Dellenbach
Rayno Seaser
David Fritzler
Lauren DeRosa
Carrie Baumgart
John Hoxmeir

Absent Spiro Palmer. Absense excused.

CALL TO ORDER: Public Hearing 8am

2021 BID Assessment and budget hearing.

\$10/linear ft for an annual budget of \$160,000

7% used for staff
30% brand/marketing
51% placemaking within district
12% misc/fees

Question came from local business owner – What will we see in 2021 that is tangible?

Director Luke McFetridge explained our timeline and what we have been doing behind the scenes. Jamie Giellis is looking into local, state, and federal relief money to pump into the BID corridor. Discussion went on to discuss concern about how to bring people to midtown...getting people excited to be here. This is something the Board takes very seriously and will be able to show tangible benefits of BID by 2021 year end.

No further discussion. Motion was made to close public hearing. Passed unanimously.

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Board voted on 2021 Assessment and budget. Motion passed unanimously.

CALL TO ORDER: BOARD MEETING 8:29AM

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 NEXT STEPS:

Jamie and Luke brought up discussion regarding pushing out emails and sending postcards. Mantooth is currently on hold until "Red" is lifted from Fort Collins. Once lifted, someone from Mantooth will go door to door in the corridor and introduce BID materials personally to owners of businesses within the corridor.

Discussion on getting NOCO Nosh City Partnership out to restaurants and local businesses in corridor. This partnership is confirmed through 12/31 but working on extension through 3/31/21. We need to get the word out to people on supporting our local businesses.

Continued discussion on BID pivoting to recovery efforts within midtown. Rate payers don't really care about what the BID will be doing for them later...they only care about getting help now.

Social Media – Paul and group ready to deploy. We need to get this going ASAP with 3-4 posts per week with relevant information for our rate payers and people shopping within the corridor. This is the best way to communicate right now. This is top priority.

Discussion was had regarding the Larimer County proposal for a "Level up program" for businesses to re-open. Jamie will write a letter of support on behalf of the BID.

Jamie discussed now more than ever as we talk about what we want to do, we must show value and impact to BID payers. We must be very thoughtful with dollars and plans.

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TREASURE UPDATE:

David Fritzler sent out report and bills. Board to vote via email.

NEW BUSINESS:

We all voted about the importance of moving fast with some of these initiatives. We will have a special board meeting for an update on 12.16.20 at 8am via zoom.

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