

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

HELD by ZOOM Meeting:

Wednesday, February 10, 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:

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

Absent Patrick Bunyard, Rayno Seaser, and Spiro Palmer. Absence excused.

CALL TO ORDER: BOARD MEETING 8:00AM

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.

TREASURER UPDATE:

Jamie reported our accounting firm is increasing their fees. David Fritzler stated the increase seems fair considering all she is doing for us, however, as a board, we feel it is important to

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shop and make sure these fees are considered fair in the market. Jamie will get other Bid info as well as shop other firms. She will report back to the board next meeting.

DISCUSSION REGARDING NEXT STEPS:

One Tribe discussion with Paul Jensen:

Paul showed us the initial website design and build. The board felt it was a good fit for what we are looking for. It has all of the elements we have discussed in prior meetings. We want to be sure we can add promotions like the "Bond" Program on the home page.

Wayfinding –

Paul broke out the initial estimate of \$13,500. The planning, city meetings, research, and getting Bruce Hendee contracted to help with this, should not exceed \$2000. The board agreed to break this out of the initial estimate and vote only on this aspect to keep the project moving forward. The remainder of \$11,500 will be voted on at a later date.

Board voted and was approved unanimously.

Discussion regarding Bond Program:

Jamie had an at length discussion with Cedar Rapids Bid and shared insight. They were able to raise approx. \$45k in 4 weeks on the fly.... meaning they really didn't have time to put together an ad campaign. With that being said, we feel we can raise \$45-\$50 with no problem.

Jamie built a campaign through Shopify to show us. The board was very impressed with the campaign. Using the Shopify platform will make it easy for us to add this to our website via a link.

Board discussed the logistics of the program. Jamie will follow up with these items via email before next meeting.

- Form sent out for board approval for Mantooh to present to businesses to sign up for the Bond Program.
- Draft gift card in pdf format for input
- Draft press release for input so it will be ready once we have the go ahead.

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