

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

HELD by ZOOM Meeting:

Wednesday, January 13, 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
Rayno Seaser
David Fritzler
Lauren DeRosa
Carrie Baumgart
John Hoxmeir
Spiro Palmer

Absent Patrick Bunyard. Absence excused.

CALL TO ORDER: BOARD MEETING 8:03AM

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:

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We are moving the treasurer update to the front of the meeting so that that entire board is aware of the finance state of the Bid. Now that we are spending money and making progress it is important that we are all on the same page.

Board approved outstanding invoices for One Tribe and Attorney fees for Budget certification.

DISCUSSION REGARDING NEXT STEPS:

We mailed postcards to business owners and did not see much activity on the survey. Mantooth is ready for door-to-door visits now that County is back in Orange so hopefully we see more information come through on the survey. Mantooth will also be collecting contact information, phone number, email and website information for all businesses within the corridor.

One Tribe discussion with Paul Jensen:

Discussion and review of website content and layout regarding placement within the website, etc. Jamie will work with Paul on this. Board liked the layout and map placement. The new content of website should be complete and launched by the end of February.

Signage – Wayfinder – Board discussed proposal from One tribe which covers design, working with the city and working with fabricator of signage. This proposal came in at \$13,500. Board would like to see this broken down into phases, so we have a better idea of how much is going toward what. Jamie will work with One Tribe on this.

Board discussed moving away from temporary signage like banners, etc. Once Tribe believes more permanent, substantial signage would be much better.

Luke discussed wrapping poles – giving the BID patrons a sense of arrival. Luke and Bruce to discuss and explore this further.

Discussion on letter to be mailed with 2021 Tax Bill –

Letter should include progress of what we've done to date, information on Level Up and PPP phase 2, State programs, and website. Jamie will draft this letter and have out to the board for approval by tomorrow so we can make changes and print by Friday.

NEW BUSINESS:

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Jamie brought up the “Business Bonds Program “most recently used in the Cedar Rapids BID Oct-Dec 2020. This program helps businesses now instead of waiting for people to use gift cards. A consumer would purchase the bond worth \$100 (after 6 mo. maturity) for \$75. The BID would administrate this through Shopify and pay to businesses 1x week, so they get money now. Board had a lot of questions on logistics. Jamie will reach out to our accountant as well as Cedar Rapids and see how to account for these bonds. The last thing we want to do is add more work for the businesses. The Midtown BID, if approved, would put in \$25,000. Luke and Jamie spoke to the City about this and determined they do not have funds immediately to help but maybe in the future. The city will partner by helping get the word out now.

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