

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

HELD by ZOOM Meeting:

Wednesday, March10, 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

Absent John Hoxmeier, Rayno Seaser, Spiro Palmer, Patrick Bunyard, Lauren DeRosa and Carrie Baumgart. Absence excused. There was no quorum for this meeting. Board action occurred via email post-meeting as outlined in these minutes.

Executive Director Jamie Giellis was also present

CALL TO ORDER:

As there was no quorum, the meeting was not officially called to order.

POTENTIAL CONFLICTS OF INTEREST:

None stated by members of the Board.

APPROVAL OF MINUTES:

Minutes were approved by email following this meeting. Approval date was Thursday, March 11.

TREASURER UPDATE:

Invoices to be paid were approved via email on Thursday, March 11 as there was not a quorum present. Those present discussed receivables for 2020 and timing on follow-up, which is in the hands of the County. Jamie let those in attendance know that the audit exemption had been completed and filed. She also noted that she is continuing to speak with accountants to understand if there is a cost savings to be had.

APPROVAL OF AGENDA:

There was no action taken by the board as a quorum was not present.

RECORD OF PROCEEDINGS

Midtown Business Improvement District

March 10, 2021

Page 2

DISCUSSION ITEMS:

Mantooth Engagement:

Engagement with all businesses is just over half complete and going well. The street team is getting great input from businesses and we now have a nearly complete database of contacts for all Midtown businesses, that is also being used to populate the website. Branding Midtown face masks were made for the street team. Jamie is to ask Connie at Mantooth about window clings that the board had apparently authorized previously. If we have them, we will have the street team go back out to distribute. If we don't have them, we will get them ordered.

Business Bond Program Update:

The street team has been reaching out to businesses in Midtown to gauge interest in the business bond program. So far, of 73 businesses contacted, 66 have expressed interest. Jamie will now be reaching out individually to get them signed up.

Website and Newsletter Update:

Both are in progress and we should have drafts to review in the next 2 weeks.

Wayfinding:

Bruce Hendee has agreed to support our efforts regarding wayfinding. The next step with that is to schedule a 1-hour special board meeting to kick off the project.

Meeting with Council Candidate Nick Armstrong:

Nick has requested a meeting with Jamie to discuss the Midtown BID and our needs. Jamie will report back next month.

Meeting with Midtown Business Association:

John Hoxmeier scheduled a meeting with Jamie and representatives of the Midtown Business Association to talk about collaboration and working together in partnership. They are interested in continuing a conversation. We will work towards having a strategy session later this year – likely early fall.

Also discussed was the need to do a big press announcement/media release in early April regarding all Midtown's initiatives.

NEW BUSINESS:

None

RECORD OF PROCEEDINGS

Midtown Business Improvement District

March 10, 2021

Page 3

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