

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

Held by ZOOM: Special Board Meeting re: Wayfinding

Monday, May 3, 2021, at 11:00 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:

Luke McFetridge
Mike Dellenbach
David Fritzler
Patrick Bunyard
Rayno Seaser

Absent: John Hoxmeir, Lauren DeRosa, Carrie Baumgart, Spiro Palmer. Absence excused.

Also in attendance was Jamie Giellis, Midtown BID Executive Director; Paul Jensen, OneTribe; and Bruce Hendee.

CALL TO ORDER:

Director McFetridge noted for the record that a quorum was present, and on behalf of the Board, called the meeting to order.

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OneTribe first shared street light signage ideas. Among the things discussed were whether the signs could handle wind loads and what type of material this would be made out of – Paul suggested a hard plastic type of material and that wind holes could be drilled to ensure it met engineering standards. Colors and maintenance were also discussed. Overall, the round design met with approval from attending board members

The next discussion was regarding wayfinding, in particular at the Max Station. Attending members liked how the round logo at the top stood out. Board Member Seaser suggested that perhaps a different version of this sign without the bulky bottom be designed, perhaps to consider cost-savings.

OneTribe will work to get an updated version of the design to the board by the board meeting on May 12 for review – then a meeting will be set up with the City to review.

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