

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

**HELD by ZOOM Meeting: Special Board Meeting**

Wednesday, December 16, 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  
David Fritzler  
Lauren DeRosa  
Carrie Baumgart  
John Hoxmeir

Absent Rayno Seaser and Spiro Palmer. Absense excused.

**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.

**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:**

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Jamie Giellis shared letter written on behalf of the BID in support of the Larimer County Level Up Program. We all agreed the letter was very well written and a motion was set to approve and passed unanimously. Jamie will send the letter out today.

The board reviewed Jamie's grid showing next steps and costs association. Showing what it will take to get our website and social media up and running for direct consumer communications.

We discussed looping Bruce Hendee back into discussions with the city on where to put signage, etc. We need to incorporate wayfinding signage with the MAX and Bruce is well connected in that area.

Luke discussed a "Shop Local" Campaign partnership with the City. This will get explored. Thoughts around this are putting money or matching gift cards to consumers. The discussion to talk with Josh Birks around this issue needs to happen ASAP. We need to see if we can partner with all local business associations like North, Downtown, South, etc. and leverage as much dollars as possible to pump in to our local economy.

David suggested we get an interactive map of corridor on website. All agreed this to be beneficial everyone.

### **NEW BUSINESS:**

None at this time.

### **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.

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Secretary to the Board