**RECORD OF PROCEEDINGS**

**MINUTES OF THE MEETING**

**OF THE BOARD OF DIRECTORS OF**

**MIDTOWN BUSINESS IMPROVEMENT DISTRICT**

**HELD by ZOOM Meeting:**

Wednesday, September 9, 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:

Luke McFetridge

Mike Dellenbach

David Fritzler

Lauren DeRosa

Carrie Baumgart

 Spiro Palmer

Absent Rayno Seaser and John Hoxmeir. 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 WEBSITE CONTENT AND TIMELINE:**

Director Luke McFetridge reported that the website is nearly complete. He is looking for a couple more quotes from Board members, headshots of Board members, and a couple of blog posts regarding our business environment in its current state. Bruce and Roger are finalizing a couple of branding images for the website as well. Luke states he would like to have this completed along with the postcard by the end of the month.

**DISCUSSION ON OPERATING PLAN:**

Luke suggested we start putting some thought as to how we can help the businesses in our corridor for the 1st quarter of 2021. Moving away from beautification and more toward driving people to our businesses. Luke will reach out to other BID’s, as well as business associatiins, to see what others are doing in this regard. He will report back next month.

Marketing – Mantooth is printing clings for businesses. Once we have our website up, they will send an intern to walk door to door to each of the businesses in our corridor to hand out a 1 pager explaining what we do and hand out a cling.

David suggested we look into holiday lighting. Carrie will reach out to a lighting company to get an idea on pricing. Looking at maybe lighting each of the major intersections in our corridor.

Luke suggested we do a newsletter toward the end of this year explaining the BID and what our plan is for 2021 along with a payment schedule.

**TREASURER UPDATE:**

David Fritzler send out current bills to the board for approvial via email. He also sent out a preliminary budget for board to review and give feedback. David needs to submit a preliminary budget to the city by the end of this month.

**NEW BUSINESS:**

# 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