

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

**HELD by ZOOM Meeting:**

Wednesday, August 11, 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:

David Fritzler  
Mike Dellenbach  
Lauren DeRosa  
Carrie Baumgart

Absent – Luke McFetridge, John Hoxmeier, Rayno Seaser, Luke Mcfetridge and Spiro Palmer.

Executive Director Jamie Giellis was also present.

**CALL TO ORDER:**

Director Jamie Giellis called the meeting to order at 8:10am. Quorum not present.

**POTENTIAL CONFLICTS OF INTEREST:**

None stated by members of the Board.

**APPROVAL OF MINUTES:**

Board approved unanimously.

**TREASURER UPDATE:**

David Fritzler stated preliminary budget due to city sometime in September.

**APPROVAL OF AGENDA:**

Board approved Agenda unanimously.

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**DISCUSSION ITEMS:**

## **RECORD OF PROCEEDINGS**

Midtown Business Improvement District

August 11, 2021

Page 2

### **Jamie Giellis Update:**

**Holiday Lighting:** Jamie spoke to Save a Tree Lighting (they currently do downtown Fort Collins holiday lights). They drove the BID to see what might be feasible and ultimately decided there are too many challenges and obstacles to bid the project. They suggested we maybe subsidize the rate payers for lighting.

The board discussed options and ultimately decided to have Jamie reach out to the creative district and see if they would bid on doing a holiday art project. Something that will define the parameter of the BID with art. She will bring ideas back to the board next meeting.

### **Interest in Expansion of the BID:**

Jamie stated this is still in the works and hopes to have an update next meeting.

### **Meeting with City:**

Jamie updated the board on the meeting she had with the City. The current city manager, Darren Attebery, put Midtown as a priority as far as signage/wayfinding. He also gave the city council direction about prioritizing the Midtown BID for the upcoming State Capital Improvement Program (CIP) to help with funding for this project. The Midtown signage project will be handled through the City instead of the BID to expedite the progress of the project. This is all great news for the forward progress of the BID's vision. Jamie will reach out to BHA regarding the current signage they created to see if we can go a little more bold. The City will be involved in this as well. The goal is to have this drafted and budgeted by fiscal year end (May 2022).

### **Meeting with new Mall owners:**

Jamie updated the board on meeting with the new mall owners. Clyde Wood with McWhinney along with Patrick Bunyard were present. They stated the mall is currently in the vision process. They have hired Mindfolio for a feasibility study looking at a complete redo of the mall. They stated they may have a large interest in the signage cost as they would like to coordinate it with the new mall signage. This is all preliminary and in the works.

### **NEW BUSINESS:**

### **ADJOURNMENT:**

**RECORD OF PROCEEDINGS**

Midtown Business Improvement District

August 11, 2021

Page 3

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Secretary to the Board