

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

HELD by ZOOM Meeting:

Wednesday, July 13, 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
Patrick Bunyard
Lauren DeRosa
Rayno Seaser
Carrie Baumgart
John Hoxmeier

Absent – Luke McFetridge, Mike Dellenbach 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 updated on A/R and financials.

APPROVAL OF AGENDA:

Board approved Agenda unanimously.

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DISCUSSION ITEMS:

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Bruce Hendee Update on Wayfinding:

Bruce suggested we meet with Mayor Arndt along with Darren (even though he is leaving this position). The meeting is currently scheduled for August 3rd at 8 am. Luke, Jamie, Bruce and John will represent the BID. Bruce suggested we need to go back to the beginning and explain to the Mayor and Darren the importance of Midtown, the tax revenue generated out of this area and explain economic health is vital and need their support. We will need to reinforce where we are and describe the difference between a BID and the Midtown Business Association. We will need the City's support in working with the Parks Dept on the beautification of Midtown. We will also need help from the City on Political support, as the current sign ordinance wouldn't allow for us to put up signs along College Ave or on the streetlight poles.

Jamie Giellis Update:

Holiday Lighting: Jamie spoke to Save a Tree Lighting (they currently do downtown Fort Collins holiday lights). They really only light trees and stated it would cost a small fortune to light all the trees along College Ave within the District. Jamie suggested we look at a budget of \$20k and see if we can get some matching dollars from the city. We can then have Save a Tree come up with a proposal.... maybe lighting major cross sections within the BID. Jamie will work on this.

Interest in Expansion of the BID: Jamie also had a meeting with a business owner just outside the scope our Midtown BID. She showed a lot of interest in joining the BID and felt she could get the other business owners in her area to join in. This is just off College Boardwalk...2 parcels. Jamie to continue the conversation.

5280 Advertising in September Fort Collins Feature: Jamie has been presented with an advertising opportunity from 5280 Magazine, who is doing a September feature on Fort Collins. The board determined that for the cost, this was perhaps not the appropriate advertising place at the moment, but wished to explore advertising in NoCo Magazine, perhaps the annual visitor's guide (which comes out in February) and Visit Fort Collins.

Foothills Mall Concert Booth: We are awaiting finalization of a date to feature Midtown at the concert booth. Likely to coordinate to do it alongside a Jazz festival that is occurring

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Website, Newsletter, Social Media: Drone footage was completed for our website and for use with other marketing efforts. For the newsletter, we will feature Café Mexicali in August, and Jamie will also add council members and city staff to our newsletter list.

NEW BUSINESS:

- John Hoxmeier recently met with the two council people representing Midtown and suggested Jamie set up an in-person meeting with them

ADJOURNMENT:

Secretary to the Board