

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

HELD by ZOOM Meeting:

Wednesday, June 9, 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:

Luke McFetridge
Mike Dellenbach
Carrie Baumgart
John Hoxmeier

Absent - Rayno Seaser, Patrick Bunyard, Lauren DeRosa, David Fritzler 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 quorum was not present and therefore did not vote.

TREASURER UPDATE:

David Fritzler was absent.

APPROVAL OF AGENDA:

We did not have a quorum.

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DISCUSSION ITEMS:

Bruce Hendee update:

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John, Spiro, and Bruce staked out the signage along the BID corridor.

Those that drove the corridor all agreed that the signage location was good. 8' signs seem to be a good height. One concern that came up was where the south wayfinding sign was located. It sits on the JC Penny property that has not been maintained and is in very bad shape. We discussed having a conversation with the City and new property owners to see if we can come up with a solution to fixing that area. Trees, bushes, grass, etc.

After a brief discussion, the board members and Bruce agreed that we should present the landscape and signage ideas (to include signage on MAX and bike paths) to Mayor Jenny Arndt and City Manager, Darren Atteberry. Bruce will set up this meeting.

Jamie Giellis Update:

Jaime updated the board on the sponsorship of the Foothills Mall Concert Events. This is a \$2500 sponsorship that covers every Friday through September. This sponsorship will give us 2 10x10 booths every Friday that our rate paying members can utilize on a first come first serve basis. We will get the word out via newsletter and website and social media. The BID will use 1 or 2 of those Friday booths sometime in July to get the word out on the BID to local business and patrons.

Jamie updated the board on the website. This went live last month and looks amazing. We did not have drone footage added to the website yet as we were waiting on word from the city on whether or not we needed a permit. We got the green light and don't need a permit so Jamie will reach out to Paul and get this scheduled. As soon as the footage is done it will be added to the website.

Jamie presented the press release to the board. We all felt it was great and gave the green light to submit. Jamie will reach out to Mantooth to get a list of those to send it to.

Jamie met with Bike Fort Collins and started a conversation about a partnership with them. More on this in the coming months.

The board had a brief discussion on holiday lighting. Jamie will reach out for more bids. Luke to look for proposal from last year through Affordable Christmas Lighting.

Meeting with Midtown Business Association:

John Hoxmeier said the Midtown Business Association is looking to do a Fall Festival this September. He will put together opportunities for the BID to partner and present next month.

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NEW BUSINESS:

ADJOURNMENT:

Secretary to the Board