

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

**HELD by ZOOM Meeting:**

Wednesday, May 12, 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  
David Fritzler  
Carrie Baumgart  
Patrick Bunyard  
Lauren DeRosa  
John Hoxmeier

Absent - Rayno Seaser and Spiro Palmer, Absence excused.

Executive Director Jamie Giellis was also present.

**CALL TO ORDER:**

Director Jamie Giellis called the meeting to order at 8:09am.

**POTENTIAL CONFLICTS OF INTEREST:**

None stated by members of the Board.

**APPROVAL OF MINUTES:**

Board voted, passed unanimously.

**TREASURER UPDATE:**

Reviewed normal invoices and approved. David Fritzler stated there was nothing new to report on the financials.

**APPROVAL OF AGENDA:**

Agenda approved unanimously.

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### **DISCUSSION ITEMS:**

#### **Bruce Hendee & Paul – signage and wayfinding**

Paul presented the new signage after changes were made during the special meeting last month. Presented are free standing polls in lieu of using existing light poles. This gives more flexibility with placement, design and overall look. These poles are rectangular with the Midtown brown and yellow giving “Midtown” the look and feel we want to portray. The wayfinder signage and other signs follow suite and were all liked by the board. Bruce and Paul will put together a signage package to present to the city.

We will also put together a planting package for the city....we want this separate from the signage so we can move forward with planning faster.

Bruce, Paul and John Hoxmeier will stake out where these signs would go along the corridor so the rest of the board can approve placement before submitting to the city.

#### **Website and Newsletter Update:**

Director Jamie Giellis presented preliminary newsletter to the board. We all agreed on the name “Midtown Bound Newsletter”. This newsletter will direct rate payers to all social media platforms, website, and list all relevant BID news to rate payers. The newsletter will also do a monthly spotlight on businesses in the corridor. Jamie will get with Paul to finalize and then send out to board for final approval.

#### **Meeting with Midtown Business Association:**

John Hoxmeier presented a Midtown Business Association logo idea. We will plan to get together with the Midtown Business Association to discuss further later this summer.

#### **NEW BUSINESS:**

Special District Associations are now eligible to apply for state grants. These are usually used for infrastructure but can also be used for small businesses and pilot programs. We will discuss this in our June meeting.

Gift card/bond program: A couple of business owners reached out and offered to help with the program. Lauren also has interest in helping on a sub-committee for this group. We will discuss further at the June meeting.

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**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