

Niwot Local Improvement District Advisory Committee

Tuesday, May 1, 2018
Mt. View Fire and Rescue Station
8500 Niwot Road
Niwot, CO

Present: Laura Skaggs, Carrie Wise, Scott Firlle, Bruce Rabeler, Anne Postle, Jim Eastman, Biff Warren

Guests: Catherine McHale, Kathy Koehler, Jocelyn Rowley

Staff: Mark Ruzzin

Call to Order:

Laura called the meeting to order at 7:00 p.m.

Election of Board Officers:

The board began the meeting with a discussion regarding the election of board officers. Mark explained that he was not able to find specific guidance, either in the LID's by-laws and other guiding documents or in the minutes from previous meetings, regarding when the board either is required to or by tradition has elected board officers. While it is common for other county boards and commissioners to elect board officers in the spring of the year, when new members are appointed, the LID board is under no obligation to elect officers at that time. Mark suggested that one option for the board would be to spend some time discussing its various leadership roles, the responsibilities inherent in the roles, the time commitment necessary to serve in the roles, etc., before moving forward and electing officers. In his absence, Mark informed the board that current board treasurer, Harris Faberman, would like to step down from that role. Harris has offered to spend time training a new treasurer and ensuring that there is a smooth transition to the new person taking on this role. Mark mentioned that the county Finance Division, which works closely with the board treasurer in reconciling the LID's revenues and expenditures, has also offered to spend time training a new treasurer.

The board spent time discussing the various board officer positions. Laura and Carrie discussed the co-chair roles that they play for the board. They have divided the responsibilities, with Laura taking on the task of facilitating the monthly board meetings, and Carrie handling the documentation of the board's decisions, most specifically around the approval of funding requests. This documentation is then forwarded to the treasurer, so that funding request approvals can be incorporated into the LID's monthly financial statements.

Jim described his role as board vice chair. The primary vice chair responsibility is to step in and facilitate the monthly board meetings if neither of the co-chairs is in attendance.

Laura described the role of the board treasurer. The treasurer catalogs the LID's expenses, assigning each a budget code, communicating the expenses to the county finance staff, and assisting county staff in closing out the annual books for the LID after the end of each calendar year. Because the LID works on a reimbursement model, the treasurer also works to ensure that each entity that has received LID funds is providing the proper paperwork to substantiate their expenses for reimbursement. Harris has worked hard over the years to refine the reporting system, it works well, and while a critical role for the LID, it is well-defined.

Scott asked about officer terms. As there doesn't appear to be any formal clarity regarding the length of officer terms, as well as other details of the board officer positions (e.g., when elections are to be held, formal job description), these and other issues should be considered when the board updates its by-laws later this year.

The board discussed taking more time to let everyone consider the officer positions, learn more about the responsibilities, etc., and decided to bring the election item back for consideration at the September LID meeting.

Approval of Meeting Minutes:

The board considered the April 3, 2018 meeting minutes.

ACTION: On a motion from Jim second by Biff, the board voted unanimously to approve the April 3, 2018 meeting minutes, as presented.

Treasurer's Report:

Mark noted for the board that the only difference between the April report and the March report is the \$500.00 funding request that the board approved for installation of the NCA bench in the Community Corner project. There was no additional discussion regarding the Treasurer's Report.

Funding Requests:

1. Niwot Business Association – Economic Development Director – \$11,250

Catherine McHale presented the funding request. The EDD role is focused on ensuring that Niwot has a dynamic and vibrant business sector, through strategies such as driving foot traffic, being a resource and representative for local businesses, and promoting Niwot regionally. Laura asked about the consultation role of the EDD position; is it widely and regularly utilized? Catherine reported that while she is available as an advisor for local businesses, it's not a service she gets many requests for. She spends more time focused on recruiting tenants and actively engaging in projects to support the business culture of Niwot, and provided examples of this work.

Biff provided some background context for the position, reminding the board that the Niwot Future League is tasked with providing guidance to the EDD on implementing the economic development program. The NFL is appointed by the NBA, and meets with the EDD monthly. Tony Santelli, Cotton Burden, Carrie Wise, Chuck Klueber, Harris Faberman, and Biff are the current members of the NFL.

Bruce relayed some thoughts on the EDD position, in respect to the ability of the role to be proactive versus reactive: How much is being done to proactively reach out to business owners? Catherine currently uses forums such as the monthly NBA meetings and individual visits to businesses as tools for reaching the 150 Niwot businesses. Laura expressed her interest in seeing more direct outreach to the businesses, recognizing the constraints under which the part-time EDD works; she suggested an "office hours" approach, with Catherine advertising her availability at NBA meetings or through the NBA email list. Catherine is aware of scheduling apps that may also be helpful here.

ACTION: On a motion from Jim, seconded by Anne, the board voted unanimously to APPROVE the funding request of \$11,250.

2. Niwot Business Association – Niwot Marketing Plan – \$20,780

Catherine also presented this funding request on behalf of the NBA. Moving forward, in respect to bringing funding requests to the LID and reporting on progress of plan implementation, Catherine will likely want to change the timeline to better reflect her schedule. For example, she will likely bring the 2019 Marketing Plan to the LID board near the end of 2018, so that she can get feedback on the plan and have it approved before the year begins; this year, she came to the board after the year had started, which makes for awkward timing.

Catherine walked through her report on implementing the 2018 Marketing Plan. She reminded the board of the three primary marketing strategies: Promoting Niwot as a quaint, unique community, to build on past marketing campaigns; branding around the themes of dining/entertainment, health/wellness, and hiking/biking; and looking to better capitalize community events and the visitors that are coming to Niwot on a regular basis.

Catherine provided a brief report on her work of the first few months of 2018 and the strategies she is using, such as social media efforts through Facebook and the email newsletter. The Facebook audience (number of individuals who have “liked” Niwot”) is now about 3,400.

Catherine then showed the board some of the initial concept designs for the print advertising campaign. This is a new campaign, building off of the Uniquely Niwot effort, and primarily targeted to 35-50 year olds. The campaign is designed to be long term and adaptable, and focused on people and experiences. The campaign will use the tag line “Niwot: Officially Awesome,” with a running theme throughout the campaign of “Small Town, Big _____.” Examples could include Small Town, Big Taste; Small Town, Big Sound; Small Town, Big History; etc.

The board spent time discussing the campaign approach and timing, providing suggestions and ideas to Catherine, and exploring options to “customize” various aspects of the campaign to Niwot. The approach will likely need to be flexible, using both stock, generic photos when possible (which will help lower costs) and Niwot-specific photos when the opportunities present themselves. Catherine pointed out that the campaign will be utilized throughout 2018 and further refined moving into 2019.

Regarding the funding request, Catherine plans to move forward through the second half of 2018 on the same track as the first half, and as described to the LID board earlier in the year. Two additional projects are being added to the plan:

1. The niwot.com website needs some fundamental software updates in order to improve its functionality, projected to cost \$1,500.
2. Catherine would like to commission a short video to be used on the website, social media, etc., at a proposed cost of \$1,000.

ACTION: On a motion from Anne, seconded by Jim, the board voted unanimously to APPROVE the funding request of \$20,780. Biff abstained from the vote, as the Lefthand Valley Courier will receive advertising work through the Marketing Plan.

3. Niwot Community Arts Association – First Friday Music – \$2,500

Anne presented the funding request. From April to October the NCAA funds musicians to play in Old Town during the First Friday Art Walk. Musicians will be located in four different locations. This year the NCAA is also looking to find locations for indoor music during the more inclement weather

months of the year, thus the increase in the funding request from 2017. The NCAA is asking participating businesses to be actively engaged with making the experience successful. The board spent some time discussing steps that businesses can take to support the event.

ACTION: On a motion from Jim, seconded by Bruce, the board voted unanimously to APPROVE the funding request of \$2,500. As representatives of the NCAA, Anne and Biff abstained from the vote.

4. Niwot Community Arts Association – Rock and Rails – \$10,000

Biff presented the funding request on behalf of the NCAA. The request for \$10,000 is consistent with requests from recent years. There will be 13 events in 2018. The NCAA and NBA co-manage Rock and Rails, and have been since 2014. Both nonprofits share any profits made over the course of the summer. In 2017, the event had over \$100,000 in alcohol sales, which means \$1,000 in sales tax revenues came back to the LID.

The tip jar is an integral part of the event, last year returning over \$15,000 back to local nonprofits. 18 nonprofits applied for this year's 13 event nights; generally speaking, the nonprofits chosen for tip jar proceeds are locally based and supporting important work in and around the Niwot area. Biff spent some time describing the nonprofits that are supported by the event.

Biff described the sponsorship opportunities and the sponsors that support the event. To date the event has sold nearly \$26,000 in sponsorships. No surprise, the more popular bands attract the most interest for sponsorship.

In respect to the LID contribution to the event, Biff explained that the LID money pays for the promotion of the event around the area, and also provides a financial buffer should revenue expectations not be met over the course of the summer. Jim described the LID contribution as "seed money" to support the significant community investment in the event.

Scott asked about the user experience and thoughts about further evolving the event into the future. Biff described some of the constraints the event works under – e.g., the time of year concerts can begin in the spring and how deep they can be run into the fall – and other issues that impact the timing and scale of the event. The NCAA and NBA are continually looking for opportunities to improve the venue – through investments in Whistle Stop Park, e.g. – and take other steps to provide a great experience to locals and all those who attend. The event will always be focused on celebrating Niwot – Niwot's block party, some call it – while also supporting the local music scene, local business, and local organizations.

ACTION: On a motion from Jim, seconded by Bruce, the board voted unanimously to APPROVE the funding request of \$10,000. As representative of the NCAA, Biff abstained from the vote.

5. Niwot Community Association – Fourth of July Parade – \$1,540

Kathy Koehler presented the funding request. Most of the funding request will go for paying for promotional items to advertise the parade to the community. Costs for the parade have gone up some, specifically relating to insurance costs. The event will be similar to previous years, including the pancake breakfast, marching band, etc.

ACTION: On a motion from Jim, seconded by Scott, the board voted unanimously to APPROVE the funding request of \$1,540.

New Business/Old Business:

- Jim reminded Mark to connect him with the appropriate county transportation staff member to discuss signage on the LoBo Trail.
- Mark confirmed with the board that the Colorado Department of Revenue has informed county finance staff that a \$5,000 sales tax payment to the LID was made in error. CDOR is likely to recoup this money by reducing a future monthly LID payment by \$5,000.
- Biff informed the board that the NBA is going to take the lead on mowing the parking lot property. The NBA may approach the LID to provide funding for this work.

Public Comment:

No members of the public were present for public comment.

The meeting was adjourned at 8:50 p.m.