

Niwot LID Advisory Committee Meeting Minutes

November 13, 2018
Rocky Mountain Christian Church
Niwot

The meeting was called to order at approximately 7:30 pm.

Members Present: Laura Skaggs, Carrie Wise, Scott Firle, Anne Postle, Bruce Rabeler, Biff Warren, Harris Faberman, Jay Champion, Jim Eastman

Guests: Catherine McHale, Jocelyn Rowley, Kathy Koehler, Dayna Roane, Tony Santelli, Tim Wise

Staff: Mark Ruzzin

Approval of Minutes:

The board considered the minutes of the October 2, 2018 meeting.

ACTION: Biff moved to approve the minutes of the October 2, 2018 meeting, as presented; Anne seconded the motion and it passed unanimously.

Treasurer's Report:

Bruce informed the board that he, Harris, and Dawn Page and Mark from the Commissioners' Office met earlier in the month to discuss the role of LID treasurer as practiced by Harris and the collaboration with the county Budget Office that is necessary to ensure that the LID's budgeting and reimbursement processes go smoothly.

Bruce noted that the LID has approved funding requests totaling \$25,585 more than its 2018 budgeted amount of \$132,854. Mark has requested a budget supplemental for the LID to cover these additional approvals. As noted in previous meetings, this is common practice for the LID. If sales tax collections follow their current trend through the rest of the year, the LID will collect \$180,000 against expenses of \$160,000 in 2018.

Also included in the packet was an accounting of the 2018 reimbursements that have been processed to date. Bruce noted that beginning in 2019 the reimbursement deadline for projects approved by the LID will move up to January 15, from the current deadline of January 31.

Bruce led the board through a discussion of the needs of the LID in respect to tracking its revenues and coding funding request approvals to align these approvals with LID goals and priorities, both for budget setting purposes as it enters a new calendar year, and for tracking its approvals throughout the year.

Harris noted that one change that has been implemented by the Budget Office is a requirement that Funding Request Approval forms, signed by the LID board chair, be included with reimbursement requests, as this is the formal approval necessary for the county to disburse money to the LID's community partners.

Harris also noted that over the years the LID has not spent time reviewing its funding request approvals against its internal funding codes of infrastructure, marketing, and economic development.

Laura noted that the funding codes and goals for spending in the three categories came from the LID's strategic plan, and that she has always understood application of the funding codes to be aspirational and a guide for decision making.

Jim recalled that the funding categories were established to help ensure that all aspects of the LID's mission were being addressed over time.

Bruce noted that he believes it would be helpful to keep funding categories of some sort and to enter the year with a general plan as to how to spend the LID's revenues.

Jim reiterated his interest in tracking LID funding approvals against the strategic plan priorities to help the LID make informed and strategic decisions.

Biff suggested that the LID take one meeting per year to review the allocation formula to reflect changing circumstances and needs over time. There was general agreement that such a review would be helpful.

The board spent time discussing the required information that the county Budget Office will need to process reimbursement requests. This includes the funding request approval form, an invoice, and proof of payment. The board also discussed the changes to county purchasing policy that will impact some of the LID's work.

The board also spent time discussing its goals for tracking LID expenditures, how this relates to the budget planning of organizations that the LID supports, like the NBA, and how funding categories could be applied to 2018 funding request approvals.

Biff agreed to prepare a spreadsheet for the December meeting that breaks 2018 funding request approvals into the three categories.

The board agreed to continue the discussion regarding the budget and tracking codes at its December meeting.

Funding Requests:

1. Niwot Business Association – 2019 Marketing Plan – \$20,700

Catherine McHale presented this funding request on behalf of the NBA, for the first six months of the 2019 Marketing Plan. Catherine pointed out that the 2019 Marketing Plan is very similar to the plan that was developed for and implemented in 2018.

Catherine provided handouts and a presentation to the LID board. She walked through the various activities included in the Marketing Plan, explaining the strategies and costs for each activity. The 2019 Marketing Plan will focus on the following activities: Print and Online Advertising; Social Media and Website; Marketing Technology Services; and Design and Other Activities.

In respect to Print and Online Advertising, Catherine described the increased presence in Longmont Magazine and the Facebook campaign. The board clarified for Catherine that any advertising opportunities must be offered to all businesses in the LID, not businesses outside of the LID, and not

just to LID businesses that are NBA members. After discussing the potential challenges of administering an advertising program in light of the above conditions and the pitfalls of advertising that may seem to promote some businesses over others, Catherine will refocus this activity to be more general to promote the LID.

No changes are proposed for 2019 for the Social Media and Website and Marketing Technology Services activities.

For Design and Other Activities, Catherine highlighted that the Big/Small campaign will continue with two new ad designs; a new Niwot Map will be created to feature businesses, parks, art and history; more support will be provided for the Niwot booth; and three additional videos will be developed for use on social media and the website.

The board had a general discussion of the marketing activities with Dayna and how these expenses relate to the overall NBA budget.

ACTION: On a motion from Anne, seconded by Jim, the board voted unanimously to APPROVE the funding request of \$20,700, with Biff, Jay, and Scott abstaining. The board noted that the funding will come from the 2019 budget cycle.

New Business:

Anne provided copies to the board of various letters that have been written by local businesses and property owners in respect to the NRCD moratorium.

Jay informed the board that he has taken a new professional position and will need to resign immediately.

Mark reminded the board that the December 4 meeting will take place at the fire station, and that the January meeting will be moved to January 8, 2019. Mark will work with Carrie to identify a location for that meeting.

The meeting was adjourned at approximately 9:05 p.m.