

Niwot LID Advisory Committee Meeting Minutes

April 2, 2019
Mountain View Fire & Rescue Station
8500 Niwot Road, Niwot, CO

The meeting was called to order at approximately 7:00 pm.

Members Present: Laura Skaggs, Jim Eastman, Scott Firle, Anne Postle, Bruce Rabeler, Mary Coonce, Lisa Rivard

Guests: Jocelyn Rowley, Kathy Koehler, Chuck Klueber

Staff: Joan Barilla, Mark Ruzzin

Approval of Minutes:

The board considered the minutes of the March 5, 2019 meeting.

ACTION: Bruce moved to approve the minutes of the March 5, 2019 meeting, as presented; Lisa seconded the motion and it passed unanimously.

Treasurer's Report:

Bruce presented the monthly Treasurer's Report to the committee. Year-to-date funding requests have been approved in the amount of \$38,401.11. If the funding requests presented at tonight's meeting are approved, total expenditures will go up to \$68,236.11 with approximately \$64,617 available against the budget. Bruce then broke down overall expenditures by category and percentages (including the current requests to be presented), 75% on marketing, 18% on maintenance, 6% on events and 0% on infrastructure. If the current funding requests are approved, overall funding requests will have used 51% of the budget.

The committee was then updated about the outstanding question over the amount of sales tax collected in the February 2018 "Other" category. Boulder County staff spoke to the Colorado Department of Revenue and learned \$5,828 of the \$6,821 reported in that category is most likely an overpayment and may be pulled back at any time. Once the money is pulled back, it would bring the sales tax revenue earned in 2018 down to \$180,823 which results in a 0.1% or \$102 increase over 2017. The state did not give the county a date as to when this pull back might happen.

With respect to the LID's reserve, the reserve sits at about \$109,000. Bruce would like to know the actual reserve number and requested the county provide him with a more accurate number because upon review of revenue versus reimbursements, the reserve may actually be closer to \$129,000.

Scott and Laura asked Bruce to provide amounts approved in 2018 for corresponding requests in 2019. Bruce has provided this information in the past and the committee found it very helpful to use as a reference when discussing the 2019 requests.

Funding Requests:

1. Niwot Community Association- 2019 4th of July Parade – \$1,670

Kathy Koehler presented the funding request on behalf of the NCA. The majority of this funding request is for marketing expenses which have increased due to advertising rates increasing so the 2019 funding request has increased. Scott asked Kathy about the number of ads to be purchased and suggested maybe one less to save money, but Kathy explained the two ads on the same day were the last chance to promote the parade in the publication prior to the event. Mary asked about advertising in other publications, which the NCA has researched but found them to be too expensive.

ACTION: On a motion from Jim, seconded by Anne, the committee voted unanimously to APPROVE the funding request of \$1,670, as presented.

2. Niwot Business Association – Community Corner 2019 Annual Maintenance – \$3,665

Chuck Klueber presented the NBA's annual funding request for Community Corner maintenance in Sculpture Park. The request includes weekly mowing and fertilization but also is asking for an increase of \$500 from the 2018 request because the association is adding a task to clean and maintain the sculptures. Chuck also wanted the committee to know that the landscape vendor for this project has been very generous with his time and inventory. Bruce asked how long the sculptures stay in the park and Chuck stated two are permanent and the others stay for a year, which led to a discussion about the Annual Call to Artists project. The committee considered the increased request, but also expressed concern over the 15% increase from last year. Chuck reminded the committee these sculptures were installed as the beginning of a plan to connect areas of the town and Lisa feels this project is about seeing the future of Niwot in art. As more events are planned around the art, this will help increase revenue.

ACTION: On a motion from Jim, seconded by Bruce, the committee voted unanimously to APPROVE the funding request of \$3,665, as presented.

3. Niwot Business Association – Niwot Flowers 2019 – \$24,500

Chuck Klueber presented the NBA's annual funding request for flowers and described the plan to continue placing many of the flowers on Second Avenue, but also adding twelve new items to Cottonwood Square to the committee. In 2019, \$2,000 is being added to the proposal for materials and labor in Cottonwood Square and \$1000 is being added for materials and labor on Second Avenue. Chuck explained that a significant portion of the cost is watering and maintenance of the flowers. Last year the association was able to have a successful season with the flowers because of the staff hired to perform these tasks. Water is donated by local business owners which cuts down the costs of the project significantly. Flowers, pots and a new piano make up some of the material increases. Upon review of the proposal, the committee began discussing the request by talking about the flat revenue in 2018 and the need to keep 2019 expenses in-line with 2018 requests as much as possible. Bruce understands the increase in labor costs but feels there may be some room to find less expensive materials. Laura suggested that maybe some of the materials on Second Avenue could be redistributed to Cottonwood Square. Chuck agreed to go back and look at how to redistribute the money if the request was approved at a lower amount. The committee discussed the 2016 cost estimate attached to the funding request from a turnkey vendor and the fact that the proposal put together by the NBA continues to be less expensive than this vendor bid. The committee feels that once more restaurants are up and running again, then revenue will go up

and funding can increase. Mary feels the flowers are an important part of Niwot to show it continues to thrive.

ACTION: Scott made a motion to fund the flower request at the 2018 rate for \$21,500, seconded by Jim, the committee voted unanimously to APPROVE the flower funding request in the amount of \$21,500.

New Business:

Parking Utilization Study

Mark informed the committee the LID would traditionally be scheduled to conduct its next parking utilization study for the months of August thru September but planning for the study typically begins in April/May. In an earlier meeting this year, hesitancy was expressed about conducting this study because of several vacant businesses. A new study likely will not provide additional information that the committee is not already aware of. Jim is in favor of a delay because he agrees vacant businesses will have an impact on the data collected. He asked about a comment made by Commissioner Gardner regarding revising the parking code and how it applies to Niwot. Mark and Joan didn't have any information about revising the code. Laura stated she would like to postpone the study pending a discussion with the commissioner about the rules after the moratorium has been lifted. Once the moratorium has been resolved, she will then initiate the conversation to begin moving forward.

Boulder County Reimbursement Policy

Joan gave the committee an overview about the clarification of the reimbursement policy as the county moves to a new financial accounting system. She spoke about the similarities and differences between the Niwot LID expenses and other county expenses. Staff recognized the county and sponsors need to work together to help move along the process of submission and reimbursement in a timelier manner. Laura expressed concern about the impact these more rigid deadlines would have on the sponsors. She passed along feedback she received from some sponsors about adding a bookkeeping line item in future requests because currently, most bookkeeping time is donated, and this will add to much work. Anne is against this change and feels this policy will drive away free bookkeeping. She doesn't see how submitting monthly requests rather than one request after all expenses have been received by the sponsor promotes transparency. The committee and staff then discussed possible ideas on how to submit expenses earlier, including what documents are actually required to be submitted with a reimbursement request and what the county requires for proof of payment. A meeting was requested with county staff, Michelle Henzel and Mary Coonce from the NCAA and NBA respectively to discuss the impact this change will have to these organizations. Joan agreed to set-up the meeting before the May Niwot LID meeting.

Old Business:

No old business to consider.

The meeting was adjourned at approximately 8:58 p.m. on a motion by Jim, seconded by Mary.