

## **Niwot LID Advisory Committee Meeting Minutes**

May 7, 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, Biff Warren, Scott Firle, Anne Postle, Bruce Rabeler, Lisa Rivard, Cornelia Sawle

**Guests:** Catherine McHale, Tony Santelli

**Staff:** Joan Barilla, Mark Ruzzin

### **Approval of Minutes:**

The board considered the minutes of the April 2, 2019 meeting.

**ACTION:** Anne moved to approve the minutes of the April 2, 2019 meeting, as presented; Cornelia seconded the motion and it passed unanimously.

### **Treasurer's Report:**

Bruce presented the monthly Treasurer's Report to the committee. The January and February Sales Tax Revenue Report was presented which shows a decrease in sales tax by 13.1% for those months in comparison to 2018. However, removing the February 2018 overpayment of \$5828.00 shows that revenue is slightly up from 2018, but down from 2017. The 2019 Sales Tax report shows retail and food as the largest category of income generated this year. The county compressed the six income generating sectors typically shown into four sectors, but a request has been made to continue producing a report similar to the 2018 report. A question was raised by committee members about what exactly is collected in the real estate/rental category; Joan will have her county contact ask the state this question.

Year-to-date funding requests have been approved in the amount of \$65,236.11. If the funding requests presented at tonight's meeting are approved, total expenditures will go up to \$94,695.79 from a budget of \$132,854 with \$38,158.21 remaining. Bruce broke down overall expenditures by category and percentages (including the current requests to be presented), 64.43% on marketing, 15% on maintenance, 19.40% on events, and 0% on infrastructure. If the current funding requests are approved, overall funding requests will have used 71.28% of the budget.

With respect to the LID's reserve, the reserve sits at approximately \$109,000, but is anticipated to be higher with the revenue collected from last year. Joan continues to work on finalizing the reserve number with the help of the sponsors as 2018 expenses are closed out.

Bruce produced a 2019 budget report with 2018 approved funding request amounts as a reference for the committee when reviewing future requests. A question was raised about whether a 2018 Why Not Niwot request was made; Anne will look into that question.

**Funding Requests:**

**1. Niwot Cultural Arts Association – 2019 Rock & Rails – \$10,000**

Biff Warren presented the funding request on behalf of the NCAA. Twelve events are planned this year, one less than last year due to the 4<sup>th</sup> of July holiday. Costs continue to increase, and the NCAA relies on good weather to hold the event every regularly scheduled evening, but the funding request to the LID remains the same as in 2018. Half of the profit will go to the NBA and half will stay with the NCAA, but typically the NBA donates their half back to the NCAA for park improvements. Biff explained that the NCAA's profits go to maintain Children's Park and the Rock & Rails event is the only source of significant revenue that goes towards that maintenance as the LID does not directly fund any expenses related to the park. Park maintenance expenses park totaled over \$10,000 last year and the NCAA expects those expenses to increase in 2019. Biff also added there will be an additional fundraiser this year to construct a building to house several items used to conduct events throughout the year. Any additional profit from Rock & Rails will go towards this fundraising goal of \$125,000 for this structure. Both Scott and Bruce expressed concerns about the LID continuing to contribute funding for events which generate profit especially in light of a decrease in revenue but are very supportive of funding going to the Children's Park. Laura supported the idea of continuing to fund Rock & Rails because this event is so popular, and it really informs the community where tax dollars are going. The committee did have some questions about tip jars and how this has become a popular way to collect donations. Biff stated the donations generated by the tip jars go back to the organizations that volunteer to set-up and breakdown the event every week and without those volunteer organizations, staff would have to be hired to perform those tasks and less money would be raised by the event.

**ACTION:** On a motion from Scott, seconded by Anne; Scott, Anne, Bruce, Laura, Lisa and Cornelia voted to APPROVE the funding request of \$10,000, as presented. Biff abstained from voting due to Left Hand Valley Courier advertising expenses.

**2. Niwot Cultural Arts Association – 2019 First Friday Art Walk – \$2,500**

Biff Warren presented the NCAA's funding request to have music on the street in the LID district on Friday nights throughout the season. Several more musicians will be added in various places, so the NCAA is looking to increase the funding request from \$1,850 in 2018 to \$2,500 in 2019.

**ACTION:** On a motion from Bruce, seconded by Scott, the committee voted unanimously to APPROVE the funding request of \$2,500, as presented.

**3. Niwot Cultural Arts Association – 2019 Why Not Niwot – \$1,746.68**

Anne Postle presented the funding request on behalf of the NCAA to continue the art show featuring the town of Niwot as its subject. The event includes a display of art at various locations around the district and a scavenger-type hunt to encourage the public to rank their favorite pieces. Cornelia voiced her support for this event because she sees it as a great way to draw customers to the business district. Those artists whose pieces are chosen are compensated for displaying their art in the town for two months and the art works are reproduced and sold as cards at various businesses.

**ACTION:** On a motion from Lisa, seconded by Bruce, the committee voted unanimously to APPROVE the funding request of \$1,746.68, as presented.

**4. Niwot Business Association – 2019 Parking Lot Mowing – \$1,500**

Biff Warren presented the NBA's annual funding request for mowing of the parking lot property owned by the county and purchased with LID revenues. Biff explained that the LID approved funding for \$2000 last year, but only \$750 was spent. The NBA is asking to double that amount this year to cover mowing expenses and the need to remove a noxious weed that has been discovered growing in the lot before it spreads to other properties.

**ACTION:** On a motion from Anne, seconded by Cornelia, the committee voted unanimously to APPROVE the funding request of \$1,500, as presented.

**5. Niwot Business Association – 2019 Marketing Plan – \$13,713**

Catherine McHale presented this funding request on behalf of the NBA, for the second half of the 2019 Marketing Plan; the first half was approved in November of 2018. Catherine continues to be conscious of the budget and is asking for \$5000 less overall from the LID than in 2018. The total 2018 request was \$39,060 and the overall 2019 request will be \$33,753. The NBA will contribute additional funds towards the marketing plan and some advertising costs have been adjusted. Laura voiced the committee's appreciation of these budget considerations. Catherine then walked the committee through the Big/Small marketing campaign which will continue through this year with updates and a refresh. She also explained the various activities included in the Marketing Plan and costs for each activity. The second half of the 2019 Marketing Plan will stay focused on the following activities: Print and Online Advertising; Social Media and Website; Marketing Technology Services; and Design and Other Activities.

**ACTION:** On a motion from Anne, seconded by Scott; Scott, Anne, Bruce, Laura, Lisa and Cornelia voted to APPROVE the funding request of \$13,713, as presented. Biff abstained from voting due to Left Hand Valley Courier advertising expenses.

**New Business:**

**Niwot EDD and Marketing Report**

Catherine McHale presented a report to the committee updating them on the 2019 activities of the part-time Niwot Economic Development Director/Marketing Director. She provided a handout to the committee and walked them through updates on attracting new business to Niwot, maintaining inventory and filling spaces, supporting current businesses, implementing marketing objectives, and promoting the town. The moratorium did cause concern among some prospective businesses, but now that it's been lifted she is hoping for more interest and movement on the commercial spaces. A commercial broker's luncheon was hosted in the Powder Keg space with about 40-50 attendees. Anne, Tony Santelli and Catherine all spoke at the event. Catherine feels it was a successful event and has been in contact with several attendees since the event. This is a successful deliverable for the first quarter of the year. Support of Niwot businesses continues through attendance at NBA meetings, newsletters and ad hoc emails for submissions to weekly emails that are sent out to consumer subscribers. Catherine continues to encourage new business, especially storefront and is happy to report Fly Away Home has signed a lease to stay in Niwot after a trial run. A three-pronged marketing plan was presented to promote Niwot as a quaint and unique community for a wide variety of activities. A new ad will be in print at the beginning of May that will highlight Niwot's history, culture, rising artistic center, and independent stores. The Niwot Small/Town Big Heart

Campaign will continue throughout the year and the Niwot map has been updated to include businesses, parks and art installations. The niwot.com website continues to be updated frequently

to ensure accurate information is listed. Social media/digital newsletter goes out every Thursday to about 2000 subscribers, with an open rate of 17-20%, which is above industry average. Video campaigns will continue this year after a very successful one last year.

There has been some interest in retail spaces in the district, but nothing definitive yet other than the anticipated opening of Pinocchio's in the coming months. Bruce was wondering what the next ad later this year will be about, and Catherine is taking suggestions to flex around the Small/Town Big Heart campaign. The committee was also interested in learning if another commercial broker event will be scheduled. Nothing is scheduled yet, but Catherine is thinking of hosting Longmont brokers.

#### **Sidewalk Improvements on Second Avenue**

A fall by a member of the public on Second Avenue prompted the committee to discuss who is responsible for sidewalk maintenance of the brick pavers on this street. Boulder County Transportation feels the LID is responsible for the maintenance. Laura reviewed the founding documents of the LID relating to infrastructure and maintenance which prompted several questions to the county that will be discussed with various departments including transportation and the county attorney's office, including, if the brick pavers lie within the public right-of-way and what was initially agreed upon during original construction. The committee also discussed what, if any, liability the LID has relating to sponsoring events, which will also be discussed and reported back to the LID at the next meeting.

#### **Annual BOCC/LID Meeting**

Typically, the LID begins the process of scheduling its annual meeting with the Board of County Commissioners in June to be held in August or September of each year. The meeting is publicly noticed and usually held at the Grange. This is an opportunity for the committee to keep the Commissioners informed about what is going on in Niwot, but the committee is under no obligation to meet with the Board. The committee agreed to have a poll sent to all committee members in order to try and schedule a meeting August.

#### **Old Business:**

##### **Notice of Inclusion into the LID**

Biff informed the committee that a Notice of Inclusion had been submitted to the Boulder County Commissioners to petition for the inclusion of the property which is now the new location of the Left Hand Animal Hospital in the LID. The property is outside of the current boundaries of the district, but a change in statute several years ago allows properties to be included that are not contiguous to the LID boundaries. The petition is moving forward and has been received by the county. A hearing will be scheduled before the County Commissioners.

##### **2019 Let's Wine About Winter Report**

Biff and Anne reported on this successful event, which approximately 500 people attended and which has received very positive feedback from businesses. The reimbursement request has been submitted to the county for this event.

**Niwot Vision 2020 Plan**

Anne brought up the Niwot Vision 2020 report that was presented to the committee several months ago with the idea about adding this document as an addendum to the strategic plan and in turn, revisiting

the strategic plan in light of a significant number of new/newer members on the committee. Several members on the committee voiced their support to meet over a weekend in the fall to review the strategic plan and analyze further to see how the Vision 2020 document could fit within this document. Scott suggested that if an idea is adopted from the plan by the LID, the LID could keep this idea in mind when approving future funding requests. Mark and Joan will talk to their colleague, Leslie Irwin, who facilitated the group when the original plan was created, about her availability to help again.

**Boulder County Reimbursement Policy**

County staff; Mark, Joan and Dawn Bashford-Page, met with Michelle Henzel, Vicky Maurer and Mary Coonce from the NCAA and NBA respectively to discuss the Boulder County Reimbursement Policy. It was a very productive meeting with both sides learning about the process. All sides will continue to keep the conversation moving forward to in attempt to meet the reporting requirements.

**Boulder County Niwot LID Webpage**

The county LID webpage has been updated with monthly meeting minutes and agendas from 2018 through the present and the monthly meeting schedule has also been added as a source of information for the public.

The meeting was adjourned at approximately 8:55 p.m.