

## Niwot Local Improvement District Advisory Committee

### MEETING MINUTES

**Wednesday, January 12, 2022**

Niwot Inn/Virtual Meeting

**Present:** Scott Firle, Eric Bergeson, Bruce Rabeler, Laura Skaggs, Cornelia Sawle, Lisa Rivard, Heidi Storz, Keith Waters

**Guests:** Jocelyn Rowley, Deb Fowler

**Staff:** Mark Ruzzin

#### **Call to Order:**

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

#### **Approval of Meeting Minutes:**

The advisory committee considered the December 7, 2021 meeting minutes:

**ACTION:** On a motion from Heidi, seconded by Laura, the committee voted unanimously to approve the December 7, 2021 meeting minutes, as presented.

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

Bruce provided the monthly Treasurer's Report, walking the committee through the report he prepared for the meeting. Bruce noted that through October 2021, the LID had collected over \$214,000 in sales tax revenues, a \$41,000 or 23% increase over 2020 collections year-to-date. Bruce pointed out that revenue from remote sales in October 2021 was similar to the amount collected in October 2020, though year-to-date, remote sales are up significantly over 2020 totals, and comprise 17.9% of total collections year-to-date.

Bruce noted that, year-to-date, the committee has approved over \$20,000 in funding requests, or 12% of the annual budget of \$170,000; if the two funding requests under consideration at tonight's meeting are approved, 23% of the 2022 budget will have been committed.

In respect to reimbursements, Bruce pointed out that a small additional expense for the Spear Lodge Man sculpture repairs project was recently paid; to date, about \$159,000 in reimbursements have been paid, leaving about \$43,000 in approved spending yet to be reimbursed.

Eric noted that Mary is working to get a final package of NBA reimbursement requests submitted by January 20. Eric also noted that the scope of work for the Spear Lodge Man sculpture repairs project is being reevaluated, and he expects a new funding request will be submitted to the NLIDAC sometime in the future to reorient the project given the changing circumstances surrounding the refurbishment effort.

The committee had a short discussion regarding the LID's reserve. Bruce noted that once the final 2021 revenue numbers are received, he will be able to calculate an updated end-of-year reserve total.

#### **Funding Requests:**

The advisory committee considered the following funding requests:

##### **1. Niwot Business Association: Après Ski Niwot - \$2,707.00**

Deb Fowler presented the funding request for the NBA. This event was first held in 2021. This year, it will be held only in the afternoon, with a variety of restaurants serving warm comfort food, a horse and carriage to provide rides between Old Town and Cottonwood Square, musicians playing indoors at four locations, and

new for 2022, a fundraising element to support Marshall Fire recovery. The fundraising effort will involve working with Niwot high schoolers to collect and sell used ski and snowboard gear, with the proceeds going to Marshall Fire recovery efforts. Deb noted that the changes in the event have resulted in a small increase in its overall cost, with the request to the NLIDAC being \$700 more than last year's request.

**ACTION:** Heidi moved, seconded by Cornelia, to approve the funding request for \$2,707.00. **The advisory committee unanimously APPROVED the motion.**

**2. Niwot Business Association: General Maintenance Expenses - \$16,000.00**

Eric presented the funding request on behalf of the NBA. Eric noted that the package of activities included in this proposal are the items that Chuck Klueber would typically bring to the NLIDAC every January – work items that are necessary to “keep the lights on.” Work items and expenses that will be covered by this funding request include Old Town electricity costs, snow plowing, tree maintenance, general maintenance and repair items, parking lot mowing, and sculpture park maintenance.

Eric noted that he intends to look through these expenses over the past five years to get a better sense of how much money will need to be spent on each work item. Committee members asked for the expenses associated with each work item be tracked so that the committee can continue to understand these expenses moving forward. Eric added that one benefit of this approach is that it will provide flexibility to the NBA's streetscape representative to move money between work items as needed. For example, in 2021 the Maintenance and Repairs funding request had used most of its money, and Chuck needed to come back to the NLIDAC for a second request to pay for some unexpected end-of-year repairs. Meanwhile, \$600 was sitting unused in the Parking Lot Mowing funding approval.

The committee spent some time discussing the work items and the services included within them. Bruce noted that these work item expenses in 2021 were about \$14,000, so the proposal provides a reasonable cushion should these expenses increase in 2022.

**ACTION:** Laura moved, seconded by Cornelia, to approve the funding request for \$16,000.00. **The advisory committee unanimously APPROVED the motion.**

**New Business:**

No items were brought forward by committee members or staff.

**Old Business:**

Eric updated the committee on the status of the Murray Street Parking Lot. The last item to complete is the installation of the solar lighting, which will be installed by Porchfront Homes. Eric noted that the NBA will be setting the prices for the electric vehicle charging stations. Laura reminded the committee that four EV charging stations are included in parking lot, so no additional stations will be required as the lot expands. The committee spent some time discussing how to track usage of the lot, when that might happen, and other aspects of operating the parking lot.

**Strategic Planning Discussion:**

Heidi and Scott led the committee through a discussion regarding the ongoing process to update the NLIDAC's strategic plan, which began at the October 2021 strategic planning retreat. The committee discussed a wide variety of topics, including:

- The relationship between the committee and the county commissioners.
- The role of the committee in relationship to the issues that face Niwot, both within the LID and in the broader community.
- Is the role one of advocate, or of administrator?
- Importance of planning within the statutory framework that defines the NLIDAC's authority.
- Importance of advocating for the business community.

- Balancing the advocacy role amongst the various perspectives held within the business district and the broader community.
- Advantage of being proactive, for example through strategic planning, versus reactive.
- Committee responsibility to advocate on issues that are of import to the community.
- While the committee is not charged with creating a vision for Niwot, it brings experience and perspective that is valuable and important to share.
- Need for leadership to focus the community organizations and the work being done to build community.
- Need for leadership to develop a common community vision.
- Evaluating the direct and indirect benefits of funding requests.
- Should the committee consider spending money outside of the district, and if so, how are such funding decisions to be made?
- Are there components of the 2012 Connectivity Plan that the NLIDAC should consider picking up and funding?

The committee took time to discuss, review, and revise its mission and vision statements. The committee then took time to discuss, review, and revise the value statements included in the strategic plan.

The committee then moved to a discussion about the areas of focus for the strategic plan. Many of the ideas that were discussed had been raised during the October strategic planning retreat and the November organizations meeting. The committee spent time reviewing the draft focus areas, refining their definition, and discussing their merits.

Heidi offered to consolidate the history components included in the current strategic plan into a concise section that can be included in the updated plan.

Laura suggested that the committee's funding request form includes important points that the committee could consider including in the strategic plan, as they provide guidance to sponsors on how activities and events must be conducted.

**Public Comment:**

No members of the public spoke during public comment.

**Adjournment:**

The meeting was adjourned at approximately 9:00 p.m.