

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, February 1, 2022

Niwot Inn/Virtual Meeting

Present: Scott Firlle, Bruce Rabeler, Laura Skaggs, Cornelia Sawle, Heidi Storz, Keith Waters

Guests: Jocelyn Rowley, Catherine McHale, Gene Hayworth

Staff: Mark Ruzzin

Call to Order:

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

Approval of Meeting Minutes:

No meeting minutes were considered.

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 November 2021, the LID had collected over \$241,000 in sales tax revenues, a \$47,000 or 24% increase over 2020 collections year-to-date. Bruce pointed out that collections from the Retail sector are nearly twice that of the Food Services and Accommodations sector. Just a few years back Food Services and Accommodations outpaced the revenue collected by the Retail sector. Bruce noted that he has been tracking the collections history of the Manufacturing sector, and has noticed a trend wherein the months the LID sees a spike in collections from the Manufacturing sector there is a corresponding spike in collections from remote sales.

Year-to-date, the committee has approved over \$39,000 in funding requests, or 23% of the annual budget of \$170,000; if the two funding requests under consideration at tonight's meeting are approved, 37% of the 2022 budget will have been committed.

In respect to reimbursements, Bruce pointed out that no 2022 reimbursement requests have been submitted to date. Assuming that the Supplemental Parking Lot funding approval is spent, the LID is looking at total expenditures for 2021 of approximately \$191,000. Mark noted that collections through November are \$50,000 above 2021 expenses.

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: Economic Development Director Contract Funding - \$14,000.00

Catherine McHale presented the funding request for the NBA. Catherine noted that the request is for funding her salary as Niwot's Economic Development Director, and covers the first six months of 2022. Catherine included the EDD job description in the funding request, and noted that she provided the committee with an update on her activities at the December NLIDAC meeting. In response to a question from Cornelia, Catherine indicated that she is hoping to complete additional promotional videos in 2022. Catherine also noted that the funding request is for the same amount as 2021.

The committee thanked Catherine for her exceptional work in supporting the LID and the local business community.

ACTION: Laura moved, seconded by Cornelia, to approve the funding request for \$14,000.00. **The advisory committee unanimously APPROVED the motion.**

2. Niwot Cultural Arts Association: Niwot Jazz Festival - \$10,000.00

Gene Hayworth presented the funding request on behalf of the NCAA. Gene spent some time discussing the festival's fundraising efforts and financing, and noted that he is looking to the LID funding request to support the festival's financial foundation and the goal of becoming financially sustainable in the coming years.

Gene explained that in 2022 the event will be held on the last Saturday in June, and will start later in the afternoon than the 2021 event, at 3pm. The 2021 event had over 700 attendees for the final acts. The overall festival budget has grown some, mostly in response to increased costs for goods and services. The festival will likely utilize the high school parking lot and provide shuttle service between the high school and Cottonwood Square.

The committee spent some time discussing the festival's trajectory for becoming a self-sustaining event. Gene suggested that a five-year goal seems realistic, given that as the festival gains notoriety he is hopeful the fundraising efforts will become more successful.

Gene noted that the festival will take steps to encourage attendees to visit Second Avenue though the festival stage will be in Cottonwood Square.

ACTION: Cornelia moved, seconded by Laura, to approve the funding request for \$10,000.00. **The advisory committee unanimously APPROVED the motion, with Keith recused.**

New Business:

Mark reminded the committee that it typically appoints its leadership positions at a spring meeting. The committee agreed to discuss the positions at its March meeting.

Old Business:

The committee discussed the recruitment process to fill Laura's seat. Mark reminded the committee that the seat to be filled is the Niwot Community Association-designated position. He noted that for a variety of workload and communication reasons the county commissioners, on his recommendation, have elected to pause the recruitment process for the time being. Mark is exploring alternative paths for making the appointment some time between now and the summer recruitment period. Committee members discussed the committee appointment process, the history of the NCA- and NBA-designated committee seats, and other aspects of the county's board and commissions recruitment process.

Mark updated the committee on the status of the Murray Street Parking Lot. Whitestone Construction has completed its portion of the project and has been paid for its work. The last item to complete is the installation of the solar lighting, which will be installed by Porchfront Homes; the contract with Porchfront for the work is nearly complete.

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 picked up its work discussing the Funding Areas of the LID. Scott took notes in the draft plan, which focused on the following topics:

- **Infrastructure, including connectivity and parking.** The committee discussed the 2012 Connectivity Plan and reviewing it for ideas for future connectivity projects, signage and wayfinding, bicycle parking, temporary event parking, and measurements of success.
- **Maintenance, including beautification and street care.** Laura noted the Niwot Community Association's interest in pursuing beautification efforts on the west side of Niwot, along Niwot Road east of the Diagonal Highway.
- **Events, including data collection.** The committee discussed the role of events in supporting the brand, visibility, and reputation of Niwot, and measures to evaluate the success of the events and activities that are hosted in Niwot.

The committee agreed to take up the Marketing Funding Area at its March meeting.

Public Comment:

No members of the public spoke during public comment.

Adjournment:

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