

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, March 1, 2022

Niwot Inn/Virtual Meeting

Present: Scott Firle, Bruce Rabeler, Eric Bergeson, Cornelia Sawle, Mary Coonce, Lisa Rivard, Keith Waters

Guests: Jocelyn Rowley, Jeff Knight, Deb Fowler, Chuck Klueber, Michael Tomich

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 January 12, 2022 and February 1, 2022 meeting minutes:

ACTION: On a motion from Bruce, seconded by Eric, the committee voted unanimously to approve the January 12, 2022 meeting minutes, as presented.

ACTION: On a motion from Bruce, seconded by Cornelia, the committee voted unanimously to approve the February 1, 2022 meeting minutes, as presented.

Treasurer's Report:

Bruce provided the monthly Treasurer's Report, walking the committee through the materials he prepared for the meeting. Bruce noted that in December 2021 the LID collected nearly \$28,000 in revenue, bringing total 2021 revenues to just over \$269,000, nearly \$56,000 more than 2020 revenues and an increase of 26.2%. Collections from the Retail sector account for nearly one-half of total collections, with the Food Services and Accommodations sector accounting for about one-quarter of total collections.

Bruce again noted for the committee the significant increase in collections from the Manufacturing sector, which contributed \$3,000 to LID revenues in 2020 but \$35,000 in 2021, and the seeming correlation between spikes in Manufacturing sector collections and spikes in remote sales collections. Remote sales collections in 2021 were about 63% above 2020 collections.

Year-to-date, the committee has approved over \$63,000 in funding requests, or 37% of the annual budget of \$170,000; if the five funding requests under consideration at tonight's meeting are approved, 55% of the 2022 budget will have been committed. Bruce noted that historic funding requests – all or some of which can be expected to be considered later in the year – amount to approximately \$92,000; if all are submitted and approved, the LID will be over-budget for 2022.

In respect to reimbursement requests, Bruce pointed out that all the 2021 reimbursement requests have been processed, and one 2022 reimbursement request has been submitted and processed. Assuming that the 2021 Supplemental Parking Lot funding request approval of \$30,000 is spent, as expected, the LID can expect to have begun 2022 with a reserve of about \$277,000, a \$77,000 increase over the Jan. 1, 2021 reserve amount (please see table below for additional detail).

Reserve amount on Jan 1, 2021	200,399
2021 revenue collections	269,286
Total	469,685
2021 reimbursements	162,329
Total	307,356
Remaining parking lot expenses	29,391
Functional reserve amount on Jan 1, 2022	277,965

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: House Blend Band Summer Concert Series - \$2,500.00

Eric presented the funding request for the NBA. Eric provided some history of the event, which has been organized by the Old Oak Coffeehouse for several summers. Michael Tomich of the coffeehouse also provided details of the concert series, and described his focus on and commitment to making the series a community event. The event is much like a community picnic, with people encouraged to bring lawn chairs and food and drink to make themselves comfortable. The series will be held on Saturday nights, from 6-9pm, one night each month from May to September. Second Avenue will be closed to traffic for the event. The committee discussed the suggestion of including booths from the Cottonwood Square businesses as one strategy for them to have a presence at the events. Members spent some time discussing the importance of exploring opportunities to connect the Second Avenue business district with Cottonwood Square.

ACTION: Mary moved, seconded by Keith, to approve the funding request for \$2,500.00. **The advisory committee unanimously APPROVED the motion.**

2. Niwot Business Association: Parking Lot and Electric Vehicle Signage - \$1,100.00

Chuck Klueber presented the funding request on behalf of the NBA. The funding request will provide signage to be placed in various locations throughout Old Town to direct drivers to both the Murray Street Parking Lot and the electric vehicle charging stations (four in total) located at the parking lot. Chuck provide the committee members with a map of the sign locations. The signs will mirror traditional parking sign design, are made from stamped aluminum, and will come with a reflective and protective coating that will protect them from the elements. Chuck and the committee members spent some time discussing the location and placement of the signs. Chuck intends to install the signs himself. Chuck and Mark noted that the signage and locations have been “signed off” on by county transportation staff.

ACTION: Bruce moved, seconded by Eric, to approve the funding request for \$1,100.00. **The advisory committee unanimously APPROVED the motion.**

3. Niwot Business Association: Flower Materials - \$8,905.00

Eric presented the funding request on behalf of the NBA. This is a perennial funding request to cover the cost of a signature item for the business district, the flowers that hang along Second Avenue and in Cottonwood Square from the spring through the fall. The 2022 funding request amount is the same as that requested in 2021. Flowers are expected to be provided in mid-May, and they will remain in place through at least September, and maybe longer depending on weather.

ACTION: Lisa moved, seconded by Mary, to approve the funding request for \$8,905.00. **The advisory committee unanimously APPROVED the motion.**

4. Niwot Business Association: Flower Maintenance - \$14,990.00

Eric presented the funding request on behalf of the NBA. This request is for covering the costs of watering and caring for the flowers that are placed along Second Avenue and in Cottonwood Square; Carrie and Tim Wise oversee the watering along Second Avenue, and the Niwot Market oversees the watering in Cottonwood Square.

Included in the proposal are funds to cover the watering of the parking lot landscaping; in 2021, parking lot landscaping watering was paid for through a separate funding request.

ACTION: Bruce moved, seconded by Cornelia, to approve the funding request for \$14,990.00. **The advisory committee unanimously APPROVED the motion.**

5. Niwot Business Association: Lucky Niwot Day - \$3,474.00

Deb Fowler presented the funding request on behalf of the NBA. Deb noted for the committee that the proposal is a repeat of the event that was first held in 2021. The funding request is for an additional \$500 over last year's proposal – the 2021 event ran from 12 noon – 4pm; this year's event will run from 10am – 4pm.

In addition to a longer event, there will be activities will be for 2022, including a magician and Irish dancing. Activities will be held both in Old Town and Cottonwood Square, with a horse and carriage on hand to transport people between the two activity centers. In addition, the Emporium will be hosting a silent auction as part of the event.

Deb noted that as it did last year, the NBA will be contributing \$500 to the event.

ACTION: Mary moved, seconded by Eric, to approve the funding request for \$3,474.00. **The advisory committee unanimously APPROVED the motion.**

New Business:

Scott noted for the committee that the review of the NBA's 2022 budget has been rescheduled to the April meeting.

Scott led the committee through a discussion of the NLIDAC's leadership positions. Mark noted that the committee typically appoints its leadership positions in the spring, after any new committee members are seated in March. In 2021, the committee discussed its leadership positions at the April meeting, and made appointments at the May meeting. Committee members expressed their interest in reappointing Scott, Eric, and Bruce to their leadership positions, and all three expressed their interest in continuing to serve.

ACTION: Mary moved, seconded by Cornelia, to reappoint Scott Firlie as NLIDAC chair, Eric Bergeson as NLIDAC vice chair, and Bruce Rabeler as NLIDAC treasurer. **The advisory committee unanimously APPROVED the motion.**

Mark informed the committee that in February the NCAA had submitted a reimbursement request for the 2022 Let's Wine About Winter event. Subsequent to Mark reviewing the request and county Finance staff processing the reimbursement payment, Mark learned that the event had been cancelled due to COVID concerns. After discussing their options, the committee agreed that the best course of action is for the NCAA to deposit the reimbursement check and consider it an "advance" on a 2023 event, given that the NCAA intends to hold the event in 2023 and use the supplies – mugs, banners, stickers, etc. – that it had purchased for the 2022 event.

Old Business:

Strategic Planning Discussion:

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 topic:

- **Marketing and Economic Development.** Topics discussed included community information sharing platforms, Niwot branding, and economic development.

The committee discussed next steps with the Strategic Plan, who it is shared with, how the committee intends to utilize and update the plan, and the role it can play to guide the committee's work and how community organizations intersect with that work.

Public Comment:

No members of the public spoke during public comment.

Adjournment:

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