

## Niwot Local Improvement District Advisory Committee

### MEETING MINUTES

**Tuesday, April 4, 2023**

**Present:** Scott Firle, Eric Bergeson, Lisa Rivard, Sarah Cioni, Jeff Knight, Cornelia Sawle, Mary Coonce

**Guests:** Patty Machen, Michael Tomich, Biff Warren

**Staff:** Mark Ruzzin

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

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

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

The advisory committee considered the February 7, 2023 meeting minutes:

**ACTION:** On a motion from Cornelia, seconded by Mary, the committee voted unanimously to approve the February 7, 2023 meeting minutes, as presented.

The advisory committee considered the March 7, 2023 meeting minutes:

**ACTION:** On a motion from Mary, seconded by Cornelia, the committee voted unanimously to approve the March 7, 2023 meeting minutes, as presented.

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

Mary reviewed the Treasurer's Report that she shared with the committee members in advance of the meeting. Mary noted that in January 2023, the LID collected 5.7% more in revenue than in January 2022. The committee has approved \$53,000 in funding requests, with \$162,000 remaining in the 2023 budget. With expected changes in the 2023 marketing plan and other activities and events, it appears that there will be approximately \$120,000 in expected funding requests remaining in 2023. With 2022 revenues now being finalized, the LID's reserve is expected to grow to about \$394,000, with 2022 being the second consecutive year that the reserve has grown by \$85,000. To date, the Left Hand Grange has submitted its reimbursement request for the project the committee approved back in December, but no other reimbursement requests have been submitted.

Mark noted for the committee that the January 2023 LID revenue report shows that the Professional/Technical Services sector reported \$131 in collections, on the heels of the December 2022 report that showed a negative collection of \$4,485. This suggests that the negative appropriation from December could be the clawback that the committee had been notified of back in the fall, a result of a vendor collecting the LID tax when it wasn't necessary to do so.

**Funding Requests:**

The advisory committee considered the following funding requests:

**1. Niwot Business Association: Flowers Materials - \$9,365.00**

Mary presented the funding request proposal for the NBA. This request continues the Niwot tradition of flowers lining Second Avenue and in Cottonwood Square. As in past years, Carrie Wise will oversee the installation of the flowers and also the ongoing watering and maintenance that is needed over the course of the summer and early fall. The request is \$460 more than the 2022 request, as some pots and planters need to be replaced.

**ACTION:** On a motion from Eric, seconded by Jeff, the advisory committee unanimously APPROVED the funding request for \$9,365.00.

**2. Niwot Business Association: Flowers Maintenance - \$15,525.00**

Mary presented the funding request proposal for the NBA. As noted in the previous funding request, this request covers the costs to water and maintain the flowers over the course of the summer and early fall. Again, Carrie Wise will manage the team that does the watering. The request is \$500 more than the 2022 request, as there will be additional pots and planters added, and thus more plants to water and care for. This request also covers the watering of the landscaping in the Murray Street parking lot, which needs to be done by hand as there is no water source at the parking lot.

**ACTION:** On a motion from Jeff, seconded by Cornelia, the advisory committee unanimously APPROVED the funding request for \$15,525.00.

**3. Niwot Business Association: House Blend Band Concert Series - \$6,920.00**

Michael Tomich presented the funding request proposal for the NBA. Michael shared with the committee examples of posters that have been designed to promote the concert series, which is in its third year. The NLIDAC supported the series in 2022 with \$2,500 in funding. For 2023, the proposal contemplates additional efforts to market the series to the Niwot community, through advertising in the Courier, e.g., and increasing the pay of the musicians who perform throughout the summer. The series will consist of five nights of music, with each night costing about \$1,384, for a total cost of \$6,920.

Michael and Patty noted that the vision of the event is to host a community-focused event that caters to Niwotians and also promotes the business district and Niwot itself. The committee spent time discussing opportunities for promoting the concert series to local residents.

**ACTION:** On a motion from Eric, seconded by Sarah, the advisory committee unanimously APPROVED the funding request for \$6,920.00.

**4. Niwot Business Association: House Blend Band Concert Series Stage - \$7,000.00**

Michael presented the funding request proposal for the NBA. The stage will enable the musicians to be elevated two feet above the street and thus make the music and musicians more accessible to the audience. The cost of renting a similarly sized stage (16' x 20') for the 5 shows in the concert series is about equal to the cost of purchasing a new stage. One benefit of purchasing a stage is that all community organizations will be able to use the stage throughout

the year. Michael noted that he has talked with Jim at the Left Hand Grange about storing the stage at the Firehouse.

**ACTION:** On a motion from Mary, seconded by Cornelia, the advisory committee unanimously APPROVED the funding request for \$7,000.00.

**Old Business:**

Eric provided the committee with an update on the 2023 Marketing Plan in light of the fact that there is no longer an Economic Development Director working to support the LID and the NBA. Regarding marketing and advertising, a committee is being formed within the NBA to develop and manage a marketing plan, which will be brought to the NLIDAC at a future meeting. In the meantime, the website support and social media support provided by contractors will continue as it has in past years.

In respect to administrative support for the NBA and community, the NBA is considering starting an administrative coordinator at 10 hours per week, to manage such tasks as event coordination, maintaining a master events calendar, supporting communications efforts, coordinating contract work, bookkeeping, and other tasks, including providing support to community organizations in addition to the NBA. Mark clarified for the committee that it would be possible for the NLIDAC to enter into a contractual arrangement with a candidate in much the same way Catherine McHale was paid for her work during the nearly five years she served as the community EDD. The committee spent some time discussing additional details about the role and how to manage the process from a LID perspective. Eric noted that the NBA plans to submit a funding request for the administrative coordinator position for the committee to consider at its May meeting.

Scott circled the committee back to a general discussion about wrap-up items stemming from the March 27 meeting with the Board of County Commissioners. Members felt that the meeting was very positive, and the commissioners were actively engaged with the meeting agenda and items of concern brought to them by the committee. Scott noted that Commissioner Stolzmann has provided information on cost estimates for the Niwot Road underpass, and Lisa noted that she has communicated with Commissioner Loachamin regarding the work to support the Eddie Running Wolf sculpture preservation effort.

Scott noted for the committee that the cost estimate for the Niwot Road underpass has come in at about \$6 million. Eric noted that the reconstruction work to be done at Highway 119 and Niwot Road will be completed in such a way as to support the addition of the underpass as a future construction phase of the project. The committee discussed steps that can be taken to advocate for the project.

The committee briefly discussed the work that Fletemeyer and Lee is doing to support the update to the 2012 Niwot Transportation and Connectivity Plan. The committee empowered its subcommittee that is overseeing this effort to meet with Fletemeyer and Lee to map out next steps regarding the update to the plan, and to report back to the committee.

**New Business:**

Scott asked the committee about its interest in incorporating a social element into the committee's annual meeting with the County Commissioners. Committee members expressed strong interest in the idea given the success of the March meeting, and will plan to incorporate a social gathering into future NLIDAC/BOCC meetings.

The committee discussed their interest in bringing the BOCC out to Niwot for a tour of town, and potentially coordinating this visit with an event.

The committee discussed the possibility of bringing together the community organizations together on an annual basis, to build off of the meeting the committee hosted in November 2021. The committee agreed to move this conversation forward, with the possibility of hosting a meeting in the fall, after summer activities wind down.

**Public Comment:**

Biff Warren expressed his interest in seeing the community organizations meeting come together, in combination with a social event, as an excellent community building opportunity.

Biff reminded the committee that in respect to the 2012 Connectivity Plan, the county staff proposal for the intersection of Niwot Road and Second Avenue was controversial and never constructed as proposed in the plan.

**Adjournment:**

The meeting was adjourned at approximately 8:40 PM.