

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, January 10, 2023

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

Guests: Deb Fowler, Biff Warren

Staff: Natalie Springett and Mark Ruzzin

Call to Order

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

Treasurer's Report:

Bruce provided the monthly Treasurer's Report, walking the committee through the materials he prepared for the meeting. The 2023 budget has been set at \$215,430, and the committee has approved one funding request totaling \$15,000. If tonight's single funding request is approved, the committee will have committed \$25,000 or 11.6% of its 2023 annual budget. Bruce noted that over \$175,000 has been reimbursed for 2022 expenses, with about \$47,000 remaining outstanding. Mark noted that he expects the Cottonwood Square mural project reimbursement request to be submitted any day.

October 2022 saw revenues of nearly \$24,000. The Accommodations and Food Services sector is continuing to perform well in comparison to 2021, while the Retail sector is running flat compared to 2021. Overall, the LID has collected more than \$25,000 above 2021 revenues year-to-date. This is an 11.7% increase.

Mark explained that he was recently informed by the Boulder County Office of Financial Management that the state Department of Revenue is investigating a potential "clawback" of Niwot LID revenues in the Professional/Technical Services sector. It appears that a company operating in this sector has been collecting the LID sales tax even though it is not located within the LID. As in past experiences when the LID sales tax was mistakenly collected, county staff are expecting the issue to take time to resolve.

Funding Request:

The advisory committee considered the following funding request:

1. Niwot Business Association: Connectivity Planning - \$10,000.00

Mary Coonce presented the funding request for the NBA. Mary reminded the committee that the Connectivity Planning project proposal from Fletemeyer & Lee was discussed in detail at the committee's December 2022 meeting. She noted that no changes have been made to the proposal.

ACTION: On a motion from Keith, seconded by Bruce, the advisory committee unanimously APPROVED the funding request for \$10,000.00

New Business:

Event Report: Pumpkin Walk

Deb Fowler presented the event report. Deb reported that all 100 participant passes were used – 58 by Niwot residents, 24 by Longmont residents, and 18 by residents from neighboring towns. 25% of participants heard about the event via word of mouth, and 59 participants provided their email address, all of which will be added to the NBA weekly newsletter list. Of the 20 participants who returned their passes, sales totaled \$4,008.31 – sales averaged \$200.41 per participant, and the largest receipt was \$613.65. Pumpkin muffin tins were the favorite giveaway item; 100% of participants visited a new business for the first time with an average of four new businesses visited per participant; and 80% of people did holiday shopping. In response to a question from Keith, Deb noted that two coffee shops and two restaurants participated in the event.

Event Report: Holiday Magic

Deb presented the event report. Holiday Magic 2022 consisted of 4 events – Enchanted Evening, Holiday Parade, and two Holiday Fayre events. The two Holiday Fayre events saw a 24% increase in attendance over 2021 for the first Saturday Fayre, and a 19% increase in attendance over 2021 for the second Saturday Fayre. The new Santa and Mrs. Claus were well received. 500 candy canes were given out over the 4 events. Deb noted that moving the musicians into the Grange seemed to work well, with the music encouraging people to linger longer. Deb also noted that there may be a need to replace some of the holiday decorations at the Grange for the 2023 events.

Niwot Administrator Support

Eric raised an issue with the committee regarding the need for administrative support for events and programs funded by the LID, to reduce the need to rely so heavily on volunteers. Eric suggested that the NBA could oversee the role, which would provide support with tasks like managing a master calendar of events, tracking budget and other data, and providing support for the variety of community meetings held in Niwot every month. Mary noted that the role could support the work done by the NBA treasurer: when she started as NBA treasurer she handled 4-6 events per year, and now it is 1-2 events per month. She noted that the Administrator role would support the town's economic development efforts by moving the events forward.

In response to a question, Eric shared a high-level overview of a potential job description, which included overseeing a master calendar for events/meeting/activities; developing NBA and related budget documents; processing invoices and coordinating organizational audits; maintaining connections with various local and state economic development organizations; managing maintenance activities to keep Niwot clean, safe, and inviting; overseeing the Niwot maintenance budget; and coordinating communications across the various Niwot organizations. The committee asked Eric and Mary to continue developing the concept and return to a future meeting with a concrete proposal.

Old Business:

Fletemeyer & Lee: Connectivity Master Plan Update

Eric shared a series of conceptual drawings prepared by Fletemeyer & Lee for the Diagonal Highway/Niwot Road intersection. The concept proposes to bring Niwot out to the highway and the highway median as an opportunity to advertise the town to the commuters on the Diagonal, who in large part are traveling back and forth between Longmont and Boulder. He noted that the bike path at Second Avenue as proposed by CDOT and RTD will not work well for pedestrians and cyclists due to lack

of ease of access. The Fletemeyer & Lee recommendation is to go under the railroad tracks at First Avenue with the bike path. The concept plan also includes adding new paths that will direct cyclists towards Longmont and the Niwot median area. The committee discussed several ideas and suggestions for how the median could be used to promote the town and draw people into Niwot.

Eric noted that next steps include scheduling a meeting between the NLIDAC subcommittee leading this effort and Fletemeyer & Lee to finalize the concept plan. After the plan is finalized, the group will meet with Boulder County Transportation Planning staff and CDOT as Diagonal Highway community engagement meetings are conducted.

2023 Boulder County Board and Commission Recruitment

Mark reminded the committee that the deadline to apply for the upcoming vacancies on the NLIDAC is Friday, January 13, 2023.

Public Comment:

Biff Warren spoke to the possibility of involving the railroad in the Diagonal Highway planning process. Biff suggested that the committee consider an underpass at Second Avenue to move people and bikes between Old Town and the Diagonal Highway median.

Adjournment:

The meeting was adjourned at approximately 8:30 PM.