

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, June 6, 2023

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

Guests: Kathy Trauner, Stacy Szydlek, Jerilyn Patterson, 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 April 4, 2023 meeting minutes:

ACTION: On a motion from Eric, seconded by Jeff Knight, the committee voted unanimously to approve the April 4, 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 through March 2023, LID collections are down 2.1% in comparison to the first three months of 2022. Remote sales tax revenues have increased 22% over 2022. The Accommodations and Food Services sector is down 1% year-to-date compared to 2022, and the retail sector is down 14% year-to-date compared to 2022.

Through May the committee has approved 88% of its 2023 budget, and if the committee approves all of the funding requests on the June agenda, it will have committed 98% of the 2023 budget, with about \$4,000 remaining. Mary is anticipating at least \$31,000 in additional funding requests before the end of the year.

The committee spent some time discussing the definitions of the various sectors. Mark noted that he will ask staff at the county's Office of Financial Management if they have information they can share to help explain the fundamentals of the classification system.

Event Update: Cottonwood Concert:

Stacy Szydlek provided a report on the planning for the August Cottonwood Concert event. Stacy walked the committee through the various components of the management plan for the event, including insurance, the advertising campaign, staffing, volunteers, crowd management strategies, parking, signage, waste and recycling management, and security. The committee thanked Stacy for the effort she has put into the event and for taking the time to present to the committee.

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: FlowerFest - \$4,550.00

Kathy Trauner presented the funding request proposal for the NBA. The event is scheduled for August 5, and is patterned after the Honey Bee Festival. Vendors who sell flowers and flower-themed products will be scattered around Old Town and Cottonwood Square; there will be educational events; and musicians will be playing in town. There will be a \$25 vendor fee for the vendors participating in the event. To encourage participation, the first 100 participants will be given a punch card for a free flower stem. The committee had a short discussion regarding the gift cards that are to be given to the speakers and presenters at the event; the NBA agreed to cover the costs of the gift cards. It was clarified that the NBA will also be contributing \$500 to cover the cost of the event. Kathy described the social media and advertising efforts that will be implemented to promote the event.

ACTION: On a motion from Mary, seconded by Eric, the advisory committee unanimously APPROVED the funding request for \$4,550.00, clarifying that \$500 will be contributed to the event by the NBA.

2. Niwot Cultural Arts Association: Oktoberfest - \$6,203.00

Kathy Trauner presented the funding request proposal for the NCAA and described the plans for the event. The event will be held in Cottonwood Square on September 30, will run from 11am-8pm, and will include food, beer, vendors, music, and activities for kids. Kathy noted that as in past years, the event will be volunteer-driven. In response to a question, Kathy stated that the sponsors are expecting about 1,000 people to attend the event.

ACTION: On a motion from Eric, seconded by Jeff, the advisory committee unanimously APPROVED the funding request for \$6,203.00.

3. Niwot Business Association: Find Waldo Local - \$1,350.00

Jerilyn Patterson presented the funding request proposal for the NBA and described the plans for the event. Find Waldo Local is a month-long scavenger for kids and parents to explore town and search for Waldo. At the end of the month there will a party, with prizes awarded to the families that visit all the spots where Waldo is hiding. Sponsored locally by the Wandering Jellyfish bookstore, the event is part of a national scavenger hunt organized by the publisher of the Where's Waldo? book series. Twenty-four Niwot businesses will receive the materials prepared by the publisher for hosting the scavenger hunt. Every kid who collects stamps from all 24 businesses will receive coupons for discounts on books and will be entered into the grand prize drawing. Promotion for the event will occur primarily through social media. The funding request will be used to pay for the end-of-event party. Jerilyn clarified that as an NBA-sponsored event, the NBA will contribute \$500 to cover the costs of hosting the party. Scott noted that the event connects to the NLIDAC's strategic plan goal of supporting family-friendly events and activities.

ACTION: On a motion from Mary, seconded by Lisa, the advisory committee unanimously APPROVED the funding request for \$1,350.00.

4. Niwot Cultural Arts Association: First Friday Artwalk - \$2,985.00

Biff Warren presented the funding request on behalf of the NCAA. Biff noted that this traditional event has been utilized to promote local artists and musicians. Biff outlined the expenses associated with the event, and noted that the funding request is just \$370 more than the request for last year's event. The NCAA intends to host the event on the first Friday of the month through October, with most of the request going towards advertising and music expenses.

Sarah noted for the committee that the event is not a draw for the retailers in town, and as a result, few retailers are participating. Sarah, Biff, and the committee spent some time discussing opportunities and challenges facing the Artwalk and steps that can be taken to strengthen the event.

ACTION: On a motion from Mary, seconded by Jeff, the advisory committee unanimously APPROVED the funding request for \$2,985.00.

5. Niwot Business Association: MS 150 Rider Welcome Party - \$5,964.00

Eric presented the funding request proposal for the NBA. The MS 150 is an annual bike ride that raises money for multiple sclerosis research, and which has traveled through Niwot for the last several years. The funding request proposes to create a "Welcome to Niwot" party for the 1,500 riders who will be rolling through town between about 8:00-11:00am and any family members who may want to stop in Niwot to cheer on their family members and friends who are participating in the ride. The expenses associated with the event will be used to create banners and other materials to welcome riders and to provide coupons and other materials for the riders and families to encourage them to visit Niwot after the event itself. The vouchers will be included in the registration packets for the riders.

The committee spent time brainstorming different strategies for attracting family and friends to stop in Niwot and cheer on their riders on the day of the event and to get people to come back to town after the ride.

ACTION: On a motion from Jeff, seconded by Cornelia, the advisory committee unanimously APPROVED the funding request for \$5,964.00.

New Business:

Eric noted for the committee that Montana Heather will be coming to the July NLIDAC meeting to present his funding request for a welcome sign to Niwot, to be placed on the north side of Niwot Road just east of the Diagonal Highway. Eric briefed the committee on some aspects of the proposal. The committee spent time discussing how the proposal fits into the larger conversation of signage that welcomes people to Niwot and promotes the Niwot community. Eric agreed to share the ideas discussed by the committee with Montana in preparation for the July NLIDAC meeting when the committee will consider the funding request.

Eric updated the committee on the work completed by Fletemeyer & Lee on the Diagonal Highway reconstruction project. The committee expressed interest in seeing the final work product prepared by Fletemeyer & Lee, noting that it is exciting that the underpass proposal has been endorsed by CDOT. The committee also expressed interest in revitalizing the effort to update the 2012 Transportation and

Connectivity Plan. Scott and Eric agreed to reconvene the Connectivity Subcommittee to discuss next steps.

Old Business:

Heidi expressed her interest in revisiting the committee's discussion around developing metrics to evaluate the success of the events and other activities that the committee funds. The goal is to create a tool to collect data across events and over time to help the committee make strategic funding decisions. Mary mentioned the data that Gene Hayworth has collected and included in his reports to the committee on the Jazz Festival. Mark agreed to resend Gene's report to the committee. Heidi agreed to create a first draft of a metrics tool. The committee spent some time discussing how to create a tool and other aspects of data collection to support the committee's decision-making process. Scott proposed that reimbursement requests from sponsors be tied to their completion of the evaluation tool.

The committee spent time discussing a date for a second organizations meeting, and settled on Thursday, November 9. Eric committed to checking on the availability of the Grange for the meeting.

Public Comment:

There was no public comment.

Adjournment:

The meeting was adjourned at approximately 9:15 PM.