

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, February 6, 2024

Present: Eric Bergeson, Lisa Rivard, Sarah Cioni, Mary Coonce, Jeff Knight, Keith Waters, Cornelia Sawle

Guests: Angela Hudgins, Patty Machen, Michael Tomich

Staff: Mark Ruzzin

Call to Order:

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

Approval of Meeting Minutes:

The advisory committee considered the October 17, 2023 meeting minutes:

ACTION: On a motion from Jeff, seconded by Mary, the committee voted unanimously to approve the October 17, 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 November 2023, LID collections are down 5.4%, or just over \$14,000, in comparison to the first eleven months of 2022. Retail sector collections are down 7.9%, and the Accommodations and Food Services sector collections are down 6.8%. Remote sales tax revenues have decreased nearly 35% over 2022, suggesting that revenues from brick-and-mortar retailers are flat, with the overall decrease in LID revenues being driven by the decline in remote sales.

Through January the committee has approved 15% of its 2024 budget, leaving \$198,000 in funding available for the rest of the year. If the committee approves all of the funding requests on the February agenda, total funding commitments will reach nearly \$101,000, or 43% of the 2024 budget of \$233,785.

The committee reviewed the pending requests table Mary prepared for the meeting, and Mary noted after removing 2023 one-time requests, the LID is on track to spend less in 2024 than it did in 2023.

The committee discussed the decrease in revenue in comparison to past years, and the dramatic decrease in remote sales revenues.

Funding Requests:

The advisory committee considered the following funding requests:

- 1. Niwot Business Association: 2024 Marketing Plan - \$29,000.00**

Angela Hudgins presented the funding request proposal for the NBA. Angela explained that the proposal in large part follows the same course as the 2023 marketing plan, with an increasing

focus on social media efforts. The plan contemplates a decrease in print advertising, save for the advertising traditionally done in the Courier, and an increase in digital advertising efforts.

The plan will see a freshening up of photos and videos that are utilized in the digital marketing vehicles.

Mary noted that the 2024 plan is \$11,000 less than the 2023 plan. The NBA will again advertise in The Scout Guide.

ACTION: On a motion from Mary, seconded by Lisa, the advisory committee unanimously APPROVED the funding request for \$29,000.00.

2. Niwot Business Association: Lucky Niwot Day - \$4,372.00

Deb Fowler presented the funding request proposal for the NBA and described the plans for the fourth annual Lucky Niwot Day event, which will be held on March 9. As in past years, Lucky Niwot Day will be a family-focused event to celebrate St Patrick's Day. Irish music, food, and activities will be the primary staples of the event. 2024 total costs will be less than the 2023 event, as various materials and signage will be reused from previous events. The NBA will be contributing \$500 to cover event expenses. The committee discussed opportunities for data collection at the event, and the gap the event fills between Let's Wine About Winter and the traditional spring events.

ACTION: On a motion from Lisa, seconded by Cornelia, the advisory committee unanimously APPROVED the funding request for \$4,372.00.

3. Niwot Business Association: Second Avenue Concert Series - \$7,920.00

Michael Tomich and Patty Machen presented the funding request proposal for the NBA and described the plans for the concert series. Michael noted that Old Oak Coffee Shop contributed nearly \$7,000 to the 2023 concert series, on top of the \$6,920 in funding received from the NLIDAC, and will also be contributing funding to the 2024 series as a way for the coffee shop to give back to the community. Patty and committee members noted that the event is really designed to be an opportunity for the Niwot community to come together and celebrate itself. Patty and Michael discussed various plans for the 2024 concerts. Committee members expressed their thanks to Patty and Michael for the time and effort they put into making the series a success.

ACTION: On a motion from Cornelia, seconded by Mary, the advisory committee unanimously APPROVED the funding request for \$7,920.00.

4. Niwot Business Association: Administrative Coordinator - \$23,000.00

Eric presented the funding request proposal for the NBA. Eric noted that in 2023 this funding request was approved for an 8-month trial run, and the position of Administrative Coordinator has proven to be a tremendous benefit to the NBA and the Niwot organizations that serve the community. Much of the success of the role is a result of the dedication and commitment that Angela Hudgins, the current administrative coordinator, brings to the position. Moving into 2024, it is expected that Angela will continue to expand the role, in particular as it relates to coordinating and working with organizations outside the NBA. The funding request proposes an increase in the hourly wage for the position from \$45 to \$50 per hour, with a cap of 40 hours

per month. The committee spent time discussing the various tasks the coordinator is working on, including supporting marketing efforts, and other aspects of the position.

ACTION: On a motion from Jeff, seconded by Keith, the advisory committee unanimously APPROVED the funding request for \$23,000.00.

New Business:

The committee noted that this is Lisa's last meeting as an NLIDAC member, and spent time thanking her for her five years of service to the committee and community. The committee spent time discussing how to celebrate Lisa for her service.

Old Business:

Mark provided an update on the recently concluded county board and commission recruitment period, noting for the committee that the county commissioners will be considering appointments to the NLIDAC on Tuesday, February 13. Cornelia and Heidi have reapplied for their seats, and Carla Hunter has applied for Lisa's soon-to-be vacated seat.

Jeff noted that the Niwot Community Association recently met with Fletemeyer & Lee to discuss the draft connectivity plan. About 50 members attended the meeting at the Grange. Feedback was generally positive, with a number of suggestions provided by the members. In addition, many written comments were submitted by NCA members. Eric noted that the next step in the community engagement effort will be a meeting between the NBA and Fletemeyer & Lee.

Eric updated the committee with news that the Boulder County Community and Planning Department would like to schedule a time to meet to discuss the next version of the culvert design under Highway 119 as part of the Diagonal Highway reconstruction project. Eric will schedule the meeting and reach out to the Connectivity Subcommittee members once the meeting has been confirmed.

Public Comment:

There was no public comment provided.

Adjournment:

The meeting was adjourned at approximately 7:50 PM.