

Niwot Local Improvement District Advisory Committee

Tuesday, February 6, 2018
Mt. View Fire and Rescue Station
8500 Niwot Road
Niwot, CO

Present: Carrie Wise, Laura Skaggs, Howard Treppeda, Jim Eastman, Jay Champion, Tony Santelli, Satir DeMarco, Biff Warren, Harris Faberman

Guests: Linda Klueber, Chuck Klueber, Jocelyn Rowley, Felicia Santelli, Catherine McHale, Dayna Roane, Kathy Koehler

Staff: Mark Ruzzin

Call to Order:

Laura called the meeting to order at 7:15 p.m.

Approval of January 2018 Meeting Minutes:

ACTION: On a motion from Biff, second by Jim, the board voted unanimously to approve the January 9, 2018 meeting minutes as presented.

Treasurer's Report:

The board reviewed the January 2018 Treasurer's Report. Harris described in detail the various outstanding expenses that were accounted for in January. Mark mentioned that the final receipts and expenditures for 2017 have been submitted and approved. The 2018 budget is the same as the 2017 budget, about \$133,000. Mark will confirm that the \$10,000 submittal for the Connectivity Project will be applied to the 2017 budget. Mark noted that he provided the board with the latest sales tax revenue collection data for the first 11 months of 2017. Harris noted that the LID is on track to collect approximately \$175,000 in 2017.

Funding Requests:

1. Niwot Historical Society – Firehouse Museum Streetscape – \$5,000

Kathy Koehler and Felicia Santelli presented the Niwot Historical Society's funding request for the Firehouse Museum Streetscape project. Felicia described the fundraising campaign that is kicking off to raise money for the Firehouse Museum restoration, which is focused on the exterior of the building and the streetscape. Kathy described in detail the proposed funding request to make improvements to the streetscape in front of the Firehouse. Kathy and the board discussed in detail the proposal, the role the NHS is playing in managing it, who has been helping with the project, and other details. The Niwot Rotarians have committed volunteer time on April 28 through their National Volunteer Day effort to assist with the project. The project goal is to make the streetscape in front of the Firehouse more welcoming and the building itself more visible to visitors of Niwot and a more vital contributor to the Niwot experience. The board discussed a variety of different aspects of the proposal, including lighting, property ownership, utilities, fundraising totals, fencing, overall project design, landscaping, and other details. Carrie mentioned that the Niwot Design Review

Committee is reforming, and suggested that the project be reviewed by the committee. Laura suggested that LID funding be directed specifically to components of the project that are consistent with the types of proposals the LID typically funds. In this case, the outdoor plaza and patio components, including the benches, are a good example.

ACTION: On a motion from Tony, seconded by Biff, the board voted unanimously to conditionally APPROVE the funding request of \$5,000, with the following two stipulations:

- 1) The project be reviewed/approved by the Design Review Committee
- 2) The project will acquire all necessary permits for construction, etc.

2. Niwot Business Association – Streetscapes Maintenance and Repair – \$3,500

Chuck Klueber presented the NBA's annual funding request for maintenance work and any necessary repairs on amenities associated with the Niwot streetscapes. Generally speaking, this fund is used for a broad set of expenses that typically come up every year, from replacing street light bulbs to repairing any equipment used for landscaping, for example. This fund was overspent in 2017, so the NBA is increasing its request slightly for 2018.

ACTION: On a motion from Satir, seconded by Jim, the board voted unanimously to APPROVE the funding request of \$3,500.

3. Niwot Business Association – Pedestrian Control Plan – \$1,500

Chuck presented this NBA funding request, to pay for a pedestrian control plan to ensure the safety of pedestrians and cyclists making their way through the Connectivity Project construction area.

ACTION: On a motion from Satir, seconded by Tony, the board voted unanimously to APPROVE the funding request of \$1,500.

4. Niwot Business Association – Right-of-Way Maintenance – \$3,100

Chuck presented this NBA funding request, to address the fact that the Connectivity Project will, in large part, be constructed in county right-of-way. Scott Deemer has agreed to maintain the amenity in the summer months, including mowing and other landscaping work and maintenance of the irrigation system.

ACTION: On a motion from Tony, seconded by Jim, the board voted unanimously to APPROVE the funding request of \$3,100.

5. Niwot Cultural Arts Association – Wine about Winter – \$2,454

Biff Warren presented the proposal on behalf of the NCA. The budget is a bit higher than 2017, because of the expected increase in attendance this year. Expenses primarily include cups and advertising. Biff discussed some of the efforts being completed to support the event.

ACTION: On a motion from Tony, seconded by Jay, the board voted unanimously to APPROVE the funding request of \$1,500; Biff abstained, as the Left Hand Valley Courier will receive advertising revenue for promoting the event.

New Business:

- Tony led a conversation with the LID board regarding the 2018 NBA budget, and introduced Chuck Klueber and Dayna Roane, who played instrumental roles in preparing the budget itself.

Chuck walked the board through the budget, the NBA's sources of revenue, and pointed out a number of critical spending items that the NBA will be bringing forward in 2018. One area of focus for 2018 will be investing in steps to enhance Cottonwood Square and support the connection to Old Town. The NBA will also be completing additional projects to support the LID and utilizing reserve funds to pay for them.

- Catherine McHale provided the board with a snapshot presentation of the NBA's marketing plan for 2018. Catherine reviewed the various goals and strategies of the plan and the actions she will be taking to support the business community and Niwot in general. A bigger social media presence will be one strategy that she pursues; Howard asked about the possibility of developing a Niwot app. Other strategies including targeting various audiences with messages and advertising efforts or "packages" that emphasize the wide variety of opportunities to recreate, shop, and experience Niwot. Catherine also discussed her ideas for better tapping into the people who visit Niwot for events, with the goal of getting them to make return visits to experience the town. Catherine plans to return to LID meetings every quarter to discuss implementation of the marketing plan.
- Mark provided the board with a roster of the current LID members and when their current terms expire. The board discussed ideas for improving the board and commissions recruitment process to make it clearer to applicants about the steps along the way and when the appointments will be made. It was suggested that the process be clearly defined and put into writing so that it can be easily communicated with applicants. Mark committed to passing the recommendations and feedback on to Robin Valdez, the county staff member who manages the board and recruitment process for the county.

Old Business:

- Howard provided information regarding the outcomes of the seventh Jazz on Second Avenue event. Howard thanked the LID for their commitment to the festival and the financial support, which is critical for the festival's fundraising efforts. Howard described the year-long efforts that the festival makes to bring music to schools year-round, and the benefits of the approach. The event raised \$9,000, all of which is being redirected back into the schools program. Howard discussed some of the planning that is being done to prepare for the 2018 festival. The board thanked Howard for his commitment to the Niwot community and his service through his work in creating and investing in the festival.
- Biff provided the annual Rock 'n Rails report to the board and thanked the board for the continued and ongoing support of the event.
- Biff reported to the board that he has communicated with Boulder County Land Use Director Dale Case about next steps with the parking lot property, specifically in regards to process. Biff suggested that it is likely a special use review process, as contemplated in the recently amended land use code, and that the NBA would likely be the appropriate applicant for such an application, with the county as co-applicant as the property owner. The NBA agreed to be the co-applicant and will work with Biff on the application when the time comes.

Public Comment:

Kathy Koehler thanked Chuck and the NBA for the wonderful job in lighting the streets for the holidays.

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