

Niwot Local Improvement District Advisory Committee

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

Present: Carrie Wise, Satir DeMarco, Biff Warren, Harris Faberman

Guests: Laura Skaggs, Linda Klueber, Chuck Klueber, Jocelyn Rowley, Catherine McHale

Staff: Mark Ruzzin

Call to Order:

Carrie called the meeting to order at 7:00 p.m.

Approval of January 2018 Meeting Minutes:

ACTION: On a motion from Biff, second by Satir, the board voted unanimously to approve the February 6, 2018 meeting minutes as presented.

Treasurer's Report:

The board reviewed the February 2018 Treasurer's Report. To date, the LID has spent about \$33,000, and has about \$100,000 remaining in its budget for the rest of 2018. While the December 2017 sales tax revenue report is still pending, it appears that the LID will collect close to \$180,000 in 2017. The board clarified that even with the property purchase in 2017, the LID's reserves will remain above the board-adopted policy of \$60,000, perhaps closer to \$100,000.

The board spent some time discussing the changing dynamic between service and retail establishments, and the concern that there continue to be a focus on ensuring that there is a healthy balance between service and retail establishments in Old Town.

Funding Requests:

1. Niwot Business Association – 2018 Marketing Plan – \$18,280

Catherine McHale presented the NBA's 2018 Marketing Plan, as follow-up to the presentation she made at the February meeting. The plan is built around promoting Niwot as a quaint, unique community; promoting Niwot as a destination for dining and entertainment, health and wellness, and hiking and biking; and leveraging the foot traffic that attends Niwot events.

Catherine walked through the funding request line-by-line and described how she intends to spend money in support of the marketing plan. The funding request is for the first half of 2018, with the expectation that Catherine will come back in July to present the second half of the plan, get feedback from board members, and propose any course corrections. The board discussed a number of the components in detail, asking questions and providing suggestions to Catherine in regard to various components of the plan.

Advertising strategies will include social media – Facebook notifications, for example – and also traditional print advertising, such as the Boulder Weekly and Colorado Life. The total advertising budget is proposed to be the same as 2017, though the plan contemplates utilizing some different media selection strategies in 2018.

The marketing plan contemplates a similar approach in 2018 as 2017 for the Niwot.com website and newsletter, with regular Facebook posts, for example.

In respect to the Niwot advertising artwork, the NBA cannot further develop the “Uniquely Niwot” branding campaign, as a result of a legal agreement between the NBA and the advertising agency that developed the original campaign. The NBA can use the old ads exactly as they were developed, but they cannot be built upon in the future. In the future, any new contract with an agency will ensure that the client holds the rights to use the artwork and other critical components of the campaign moving into the future.

The board discussed the appropriate role for it to play in engaging with the development of the new branding campaign.

Catherine also explained the portable information booth that is proposed in the marketing plan and how she intends to use the booth at events and other Niwot activities. Catherine and the board also discussed other aspects of the plan.

ACTION: On a motion from Harris, seconded by Satir, the board voted unanimously to APPROVE the funding request of \$18,280, with Biff abstaining.

2. Niwot Business Association – Flowers – \$21,500

Chuck Klueber presented the NBA’s annual funding request for flowers, and described the effort led by Carrie to prepare the flowers for Old Town. Over 130 flowering plants are provided through this effort, twice as many plants as contemplated in a 2016 bid the NBA received from a private contractor to provide the service, at about half the cost.

For 2018, \$3,500 is being added to the proposal, to expand the number of flowers that will be provided to Cottonwood Square. Chuck explained that this will include plants and watering throughout the season.

ACTION: On a motion from Biff, seconded by Satir, the board voted unanimously to APPROVE the funding request of \$21,500, with Carrie and Harris abstaining.

3. Niwot Business Association – Banner Repair and Replacement – \$2,000

Chuck presented this NBA funding request, to pay for repairs to existing banners and to purchase some new banners for Second Avenue. Chuck described some of the challenges that come with installing and maintaining the banners. 22 banners need to be replaced, and hardware needs to be purchased for installing and maintaining the banners. Banners cost about \$150 apiece.

The board discussed the variety of events that are promoted through the banners, and discussed whether additional banners need to be made for new events. The board agreed to add \$200 to the request to create a banner for the Let’s Wine about Winter event. Chuck agreed to survey the community associations for potential additional events that can be promoted through banners.

ACTION: On a motion from Harris, seconded by Satir, the board voted unanimously to APPROVE the funding request of \$2,000, and an additional \$200 to create a banner for the Let's Wine about Winter event.

New Business:

- The board discussed the challenges associated with the delays and lack of communication from the county regarding the board recruitment process. The board asked for a status update to be provided to the Niwot LID applicants.
- The board asked Biff to approach the prospective new owners of the Neighborhood Learning Center property and ask them if they would like to have the property added to the LID. The property is not currently in the LID, but the Left Hand Animal Hospital, which would occupy the property assuming the sale goes through, does generate retail sales.

Old Business:

- There was no Old Business to consider.

Public Comment:

No members of the public were present for public comment.

The meeting was adjourned at 8:25 p.m.