

Niwot LID Advisory Committee Meeting Minutes

December 3, 2019
Mountain View Fire & Rescue Station
8500 Niwot Road, Niwot, CO

The meeting was called to order at approximately 7:00 pm.

Members Present: Laura Skaggs, Anne Postle, Lisa Rivard, Cornelia Sawle, Mary Coonce, Bruce Rabeler, Scott Firle

Guests: Catherine McHale, Megan Flaherty

Staff: Mark Ruzzin, Commissioners' Office

Approval of Minutes:

The board considered the minutes of the November 7, 2019 meeting.

ACTION: Mary moved to approve the minutes of the November 7, 2019 meeting, as presented; Anne seconded the motion and it passed unanimously.

Treasurer's Report:

Bruce provided the Treasurer's Report to the committee, walking through the materials that were provided at the meeting.

Bruce noted that in respect to 2019, once the final reimbursement requests are processed and the December revenue report is received from the state, it will then be possible to finalize the 2019 revenue and spending numbers.

In respect to the 2019 budget, coming into December there remains just over \$56,000 in funding for reimbursement requests, given that there are no remaining funding requests to consider this year. Given the project amount of spending in 2019, and the revenue growth the district has seen during the first nine months of 2019, the LID could see significant growth in its reserve once the final numbers are reported.

September revenue collection data shows the LID up 6%, or \$8,000, above 2018 collections year-to-date. Bruce noted that as expected, the retail/dining collections are the largest sectors in respect to revenue; in comparison to past years, however, while overall collections from these two sectors are consistent with previous year collections, retail is becoming a larger percentage of this total, and dining a smaller percentage.

The committee briefly discussed the LID's reserve. Mark noted that with the state revenue reports lagging by three months, it will be late March, early April of next year when the December 2019 report will be received, which will provide the data necessary to finalize the revenue versus spending amounts, and thus the growth in the LID's reserve. Entering 2019, the LID reserve sat at about \$132,000.

Bruce asked if there is an opportunity for the LID's reserve to earn interest on behalf of the LID. Mark will bring this question back to the county's finance staff to get an answer.

Bruce asked the committee about setting the 2020 budget to 80% of 2018 collections, or \$149,313, as opposed to keeping the budget amount the same as 2019, \$132,854, which is a number that was set based on 80% of total collections from a number of years ago.

Scott asked if members are hearing about any potential new events or expenses for 2020. Committee members mentioned possibilities such as Octoberfest, a contribution to the construction of the Whistle Stop Park concession stand, preservation of the tree sculptures, and the return of the proposal to add trees to the south side of Second Avenue. The committee spent some time discussing a "pilot project" approach to planting trees on Second Avenue, which could involve adding trees one by one in phases as opposed to lining the street all at once. Several committee members expressed interest in discussing the issue more in 2020. Catherine noted that Dancing Under the Stars 2020 will come in at a slightly higher funding amount than in 2019.

Bruce pointed out the additional sector detail included in the monthly revenue report, and noted some patterns in the annual revenue collection cycle.

ACTION: Bruce moved to set the LID's 2020 budget at \$149,313, or 80% of 2018 annual revenue collections; Anne seconded the motion and it passed unanimously.

Mark noted for the committee that with 2019 total expenses likely landing in the \$140,000 range, the LID could see a healthy contribution to its reserve if revenue collections continue to trend positively through the end of the year. This could be beneficial to potential infrastructure investment projects such as the Murray Street parking lot proposal.

Funding Requests:

1. Niwot Business Association – 2020 Economic Development Director – \$25,000.00

Catherine McHale presented the funding request on behalf of the NBA. The request is to cover Economic Development Director funding for the full calendar year of 2020.

Catherine provided the board with a written description of the role that the EDD plays in support of the local business community. She noted that she provides quarterly reports on her activities and typically attends LID meetings to provide updates on her work as EDD and on implementation of the annual marketing plan.

The committee noted that Catherine is not asking for an increase in her annual rate, and also commended Catherine for her excellent work in support of the LID.

ACTION: On a motion from Mary, seconded by Cornelia, the committee voted unanimously to APPROVE the funding request for \$25,000.00.

2. Niwot Business Association – 2020 First-half Marketing Plan – \$16,289.00

Catherine presented the funding request on behalf of the NBA. The request is to cover costs associated with implementing the first six months of the 2020 Niwot Marketing Plan.

Catherine noted that she has provided the committee with the entire 2020 marketing plan, though she is asking only for funds for the first-half of 2020. She will return in May to request funding for

the second-half of 2020 and to provide the committee opportunity to give her feedback on first-half implementation.

Catherine noted for the committee that the 2020 marketing plan follows a similar course as the 2019 plan. Catherine and the committee walked through the various components of the plan, including ongoing campaigns and the new items to be included in 2020. The presentation included discussion of the niwot.com website, the print and social media advertising campaigns, collateral materials like the Niwot business map, video productions, and other aspects of the marketing plan. New ideas for 2020 include a Shop Local Passport campaign to begin in the spring, to encourage locals to visit downtown businesses, restaurants, etc., to qualify for prizes; and a Niwot holiday card for 2020, to include a design by a local artist with cards to be sold at businesses across Niwot and proceeds to be directed to a local charity. The committee asked a number of questions during the presentation to get clarity on the plan and provide input to it.

Total cost for the 2020 marketing plan is slightly higher than 2019, as a result of the new activities and general increases in the costs for services and supplies.

A question was raised asking about the authority the LID may have to use taxpayer dollars to print a holiday card that will then be sold to raise money for local charities. Mark will reach out to the LID attorney to get clarity on this question.

The committee discussed a number of ideas relating to the December shopping period, including the holiday card and others, to augment existing events like Enchanted Evening and provide additional support to local businesses.

ACTION: On a motion from Anne, seconded by Mary, the committee voted unanimously to APPROVE the funding request for \$16,289.00.

3. Niwot Business Association – niwot.com Website Improvements – \$2,000.00

Catherine presented the funding request on behalf of the NBA. The request is to cover costs that were approved in January 2019 to cover improvements to the niwot.com websites. For a number of reasons, county staff is asking the committee to reapprove this funding request so that the reimbursement request can be processed and approved.

ACTION: On a motion from Mary, seconded by Cornelia, the committee voted unanimously to APPROVE the funding request for \$2,000.00.

New/Old Business:

Laura raised the question to the committee of amending the LID's Strategic Plan to include the Niwot Vision 2029. The Niwot Business Association has asked for this amendment, in response to work they completed on behalf of the LID to develop a vision scenario for the community.

Laura expressed her belief that should the committee agree to amend the Strategic Plan, that included with the Vision 2029 document should be a statement that makes it clear that the Vision is an

aspirational document, that inclusion of it in the LID's Strategic Plan does not signal the committee's support for all aspects of the Vision, that the LID is making no commitment of funds to the Vision, and should community champions step up to implement components of the Vision and ask for LID funds to support their projects, that these requests will be subject to approval by the advisory committee. In short, she expressed her concern that incorporation of the Vision into the Strategic Plan could create confusion and a community expectation that the LID has endorsed all the components of the Vision and will begin working to fund its implementation.

Committee members suggested additions to the introductory statement, including thanking the volunteers who developed it, referencing the 2017 community survey that is the foundation of the Vision, and other aspects of the process that led to the creation of the Vision.

The committee discussed different approaches that could be taken to address the request, such as not amending the Strategic Plan to include the Vision, but instead to amend the Strategic Plan to just reference the concepts behind the Vision. The committee decided that it would be best to include the Vision as an addendum to the Strategic Plan and be clear about how the LID relates to the Vision through the introductory statement.

Anne offered to write an introductory paragraph to capture the thoughts and concerns expressed by committee members, to be considered by the LID advisory committee at the January meeting.

The committee spent some time discussing the origination of the request to create the Vision, what it is, how it relates to the LID's work, and the role the Vision can play as an aspirational document for the community.

ACTION: On a motion from Laura, seconded by Scott, the committee voted unanimously to APPROVE the inclusion of the Niwot Vision 2029 document into the LID's Strategic Plan as an addendum, to include an introductory statement that will be reviewed by the advisory committee at the January 7, 2020 LID meeting.

Catherine noted the issues associated with the fillable PDF form that is housed on the LID's webpage on the county's website. Mark is aware of these issues and will work with county staff to address them.

Anne informed the committee of a fundraising campaign to raise money to complete the Rock and Rails concession building. The NCAA will be selling a reusable straw for a \$25 donation to support the effort.

Mark noted that the county's annual board and commission recruitment effort has begun, but that there are no openings on the LID advisory committee in 2020.

Public Comment:

There was no public comment, and the meeting was adjourned at approximately 8:45 p.m.