

Niwot LID Advisory Committee Meeting Minutes

February 4, 2020

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, Lisa Rivard, Cornelia Sawle, Mary Counce, Bruce Rabeler, Scott Firle, Jim Eastman, Biff Warren

Guests: Jocelyn Rowley, Linda Klueber, Chuck Klueber, Eric Bergeson

Staff: Mark Ruzzin, Commissioners' Office

Approval of Minutes:

The board considered the minutes of the January 7, 2020 meeting.

ACTION: Biff moved to approve the minutes of the January 7, 2020 meeting, as presented; Mary seconded the motion and it passed unanimously.

Treasurer's Report:

Bruce presented the monthly Treasurer's Report to the advisory committee. He reminded the committee that the LID's 2020 budget is \$149,313.00, which is 80% of 2018 LID sales tax revenue collections. Through November 2019 the LID's collections were just over \$183,000, up 8.4% year-to-date over 2018. Bruce noted that retail collections for November 2019 were 44% higher than November 2018, and when comparing 2019 retail collections month-by-month to 2018, every month in 2019 is up over 2018.

Year-to-date in 2020, the LID has approved just over \$41,000 in funding requests. Bruce compared 2019 approved projects to projected approvals for the rest of 2020, noting that if the advisory committee follows the path it took in 2019, most of the LID budget is already spoken for.

Bruce noted that in 2019 total reimbursements will come in just under the LID's approved budget, or about \$134,000. Mark clarified that the reimbursement total being discussed does include the final NBA reimbursement request; while these requests haven't yet been paid out, they are taken into account in respect to total 2019 LID reimbursements.

Bruce reminded the committee that the LID's reserve, or fund balance, at the end of 2018 was at approximately \$143,000, and that once the December revenue collections are posted, it will be possible to get a good sense of the reserve going into 2020. Bruce asked if it is possible to get real-time detail of the LID's interest earnings as the year goes forward; Mark will ask the Budget Office if this is possible.

The committee thanked Bruce for the time and effort he puts into the monthly report.

Funding Requests:

1. Niwot Business Association – Event Banners – \$1,500.00

Chuck Klueber presented the funding request on behalf of the NBA. The event banners are the banners that are installed after the holiday season, which stay up through the year until October, when they are replaced by the Veteran’s Day banners (which are then replaced by the holiday banners after Veteran’s Day).

The banners advertise the variety of events hosted by the LID over the course of the year. The funding will be spent on replacing banners that have been damaged as well as purchasing a few new banners to cover Second Avenue and Cottonwood Square. For example, a new banner will be purchased for the Dancing Under the Stars event.

The funding request includes money for banner design, production of new banners, and hardware and the other materials necessary to hang and repair banners. Page 2 of the request itemizes the various expenses associated with the request.

The committee spent some time discussing the various branding and advertising priorities that the banners help to meet. Bruce noted that the last year the LID invested in banners was 2018; the funding request was approved for \$2,200.00. Chuck noted that the banners are made of the heaviest vinyl available, to help protect the banners against the elements.

ACTION: On a motion from Jim, seconded by Mary, the committee voted unanimously to APPROVE the funding request for \$1,500.00.

2. Niwot Business Association – Sculpture Park Annual Maintenance – \$4,210.00

Chuck presented the funding request on behalf of the NBA. This proposal is being submitted to support maintenance of the expanded Sculpture Park at the southwest corner of 79th Street and Niwot Road.

The proposal covers grass cutting as well as other general landscape maintenance work, to be completed by Outdoor Craftsmen. About \$3,700 was spent in 2019 to maintain the Sculpture Park; the increase in the proposal amount is to cover the Phase 2 portion of the park, the funding request for which was supported by the advisory committee at the February meeting, and which expands the size of the park by about one-third. The maintenance work will be done from March through December.

ACTION: On a motion from Scott, seconded by Cornelia, the committee voted unanimously to APPROVE the funding request for \$4,210.00.

New/Old Business:

Linda Klueber presented a report to the committee describing the outcomes from the Holiday Parade and Enchanted Evening event. The event came in under budget by \$200; ten high school students assisted with various aspects of the event and were very helpful; despite the cold and snow, turn out was excellent, about 1,500 – 2,000 people; the parade was very successful, with 8 more participants than in 2018.

For 2020, Linda plans to keep the budget at the same level as 2019, and she has already lined up a number of the key partners.

The committee spent some time discussing the prospects of moving the parade to Thanksgiving weekend, to reduce some of the workload associated with organizing the parade; the circumstances driving this decision; the potential impact a change of timing might have on parade participation; and other aspects that make organizing the event a challenge. The committee expressed their appreciation to Linda and Chuck for all the work they do to make the Holiday Parade and Enchanted Evening successful events for Niwot.

Mary introduced Eric Bergeson, the soon-to-be-elected president of the Niwot Business Association, who is replacing Tony Santelli in the role. Eric spoke about his excitement in leading the NBA and his interest in joining the advisory committee as the NBA representative. Mark explained the process for Eric submitting an application for appointment to the committee; he will follow-up with Eric regarding next steps.

Mary presented the 2020 NBA budget to the advisory committee, walking through the goals and priorities for the organization for 2020 and describing how these priorities align with and support the goals of the LID. Mary noted the wish list items for the NBA, including the Murray Street parking lot, trees along Second Avenue, and improvements in Cottonwood Square. Biff updated the committee on the steps that have been taken and need to be taken in respect to the parking lot project.

Biff informed the committee that the Whistlestop Park concession stand fundraising campaign is not expecting to submit a funding proposal request to the LID. He updated the committee on the fundraising efforts that are underway, and the optimism the project team has in respect to meeting its fundraising goal.

Biff also presented the Rock and Rails project report to the committee, pointing them to the hand out he provided. He made special note of the over 100 volunteers who support the event and the amount of money that is returned to the community through the concerts.

Public Comment:

There was no public comment, and the meeting was adjourned at approximately 8:10 p.m.