

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, December 1, 2020

Virtual Meeting

Present: Laura Skaggs, Lisa Rivard, Cornelia Sawle, Mary Coonce, Biff Warren, Jim Eastman, Scott Firle, Bruce Rabeler, Biff Warren, Eric Bergeson

Guests: Jocelyn Rowley, Catherine McHale

Staff: Mark Ruzzin

Call to Order:

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

Approval of Meeting Minutes:

There were no meeting minutes for the advisory committee to consider. Mark noted that he plans to bring both the November and December 2020 minutes to the committee's January meeting for consideration.

Treasurer's Report:

Bruce presented the monthly Treasurer's Report to the committee and walked through the various financial reports he prepared for the meeting.

Bruce noted that the county did not receive the September LID revenue report during the short time between the November and December NLIDAC meetings. That said, through August, the LID had collected just over \$136,000 in sales taxes for 2020. Regarding year-to-date funding requests and approvals, Bruce noted that the LID is about \$105,000 over budget after approving the November funding request, with about \$254,000 in funding request approvals against the annual budget of \$149,313, with \$101,512 being committed to the parking lot project. This will leave about \$115,000 in the LID's reserve as it moves into 2021.

Over the course of 2020, the committee approved about \$79,000 in marketing and advertising requests, or 31% of total approvals; \$34,000 for maintenance, or 13% of total approvals; \$34,000 for events, or 13% of total approvals; and \$109,000 for infrastructure, or 43% of total approvals. Bruce noted that if you pull out the marketing component of the marketing and advertising approvals, you'll see that about \$34,000 was spent per category on marketing, events, and maintenance. He pointed out that in comparison to 2019, the 2020 spending on marketing and events was very similar, but in 2020 the LID saw a \$20,000 increase in maintenance spending (\$34,000 in 2020 as compared to \$14,000 in 2019).

Laura noted for the committee that they had agreed to set the 2021 budget at the same amount as the 2020 budget, or \$149,313.

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: 2021 Economic Development Director - \$25,000.00

Catherine McHale presented the funding request for the NBA. Catherine walked the committee through a presentation that described in detail the marketing activities that she has implemented throughout the course of 2020. These activities were focused in the following areas:

1. Business Support
2. Consumer Campaigns
3. Press and Media Activities
4. Social Media and Email Newsletter

Catherine also showed the committee pictures of the various advertising and marketing campaigns that were implemented throughout 2020.

The committee commented on the quality of the marketing campaigns and expressed their appreciation for Catherine's work as Niwot's economic development director.

ACTION: Eric moved, seconded by Mary, to approve the funding request for \$25,000.00.
The advisory committee unanimously APPROVED the motion.

2. Niwot Business Association: 2021 Q1 Marketing Plan - \$9,541.75

Catherine McHale presented the funding request for the NBA. Catherine walked the committee through a spreadsheet that provided details on the various components of the 2021 marketing plan and budget. Planned expenditures for marketing will be centered around social media and website-focused activities, such as Facebook posts and the weekly email newsletter; marketing technology services, including niwot.com website hosting and the MailChimp subscription; print and online advertising, including advertisements in local and regional newspapers and magazines; general design and print activities, including reprinting the Niwot business map and creating new Niwot video content; and quarterly campaigns, to be run every quarter of the year.

The committee discussed the proposed plan and the need to be adaptive to any changing circumstances that Niwot will experience in 2021.

ACTION: Mary moved, seconded by Jim, to approve the funding request for \$9,541.75.
The advisory committee unanimously APPROVED the motion.

New Business:

Mark noted for the committee that the county's annual board and commission recruitment period will begin on Dec. 11 and run through Jan. 15. Three seats will be open on the NLIDAC, two business representative seats (Mary and Biff; Mary can reapply, Biff cannot), and one community representative seat (Jim, who cannot reapply).

Old Business:

Biff provided the committee with a short update on the parking lot project, noting that there will be a few minor modifications made to the initial design in response to new details that have emerged since

the proposal was approved by the county. It is expected that work will begin in December or January. Mark took a moment to thank Chad Fletemeyer for agreeing to serve as the project manager for the construction project.

Biff mentioned that he would like the advisory committee to begin thinking about the possibility of directing funding to making improvements to the alley on the north side of Second Avenue, in response to the land use code changes that resulted from the recent moratorium.

The committee spent a few minutes discussing the early February meeting with the board of county commissioners, and the need to prepare an agenda for the meeting.

Mark noted that Eric participated on the evaluation committee for the second round of the county's Small Business Grant program. Eric informed the committee that a number of Niwot businesses applied for the grants.

Public Comment:

No members of the public spoke during public comment.

Adjournment:

The meeting was adjourned at approximately 8:20 p.m.