

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, February 2, 2020

Virtual Meeting

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

Guests: Jocelyn Rowley, Deb Fowler, Catherine McHale, Chuck Klueber

Staff: Mark Ruzzin

Call to Order:

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

Approval of Meeting Minutes:

The advisory committee considered the January 5, 2021 meeting minutes:

ACTION: On a motion from Biff, seconded by Eric, the committee voted unanimously to approve the January 5, 2021 meeting minutes, as presented.

Treasurer's Report:

Bruce presented the monthly Treasurer's Report to the committee, walking through the various financial reports that he had prepared for the meeting.

Bruce reminded the committee that the LID's annual budget is \$149,313. Through November 2020, LID revenue collections had reached about \$195,000, a 6.44% increase from 2019 year-to-date collections. 52% of the collections came from the retail sector, and 23% from accommodations and food services. Retail sales tax collections are up nearly \$29,000 over 2019, a 40% increase. November 2020 collections were on par with December 2019 collections, which was the highest revenue month the LID has seen in the past three years. Bruce reminded the committee that the over-remittance issue raised by the Colorado Dept. of Revenue remains unresolved.

Regarding year-to-date funding requests and approvals, so far in 2021 the committee has approved just over \$47,000 in funding requests, or 32% of the annual budget, leaving about \$102,000 remaining in the 2021 budget. If the committee approves all of the funding requests that are on the February meeting agenda, about 39% of the LID's 2021 budget will have been committed.

Bruce noted that about \$104,000 is being carried over into 2021 from 2020 funding request approvals: \$100,000 for the parking lot construction and \$4,000 for the Spear Lodge Man tree carving repairs.

Regarding 2020 reimbursement requests, Bruce noted that when the books are closed on 2020, current numbers suggest that there may be upwards of \$14,000 in approved funding that will not be spent. These moneys will roll over into the LID's reserve.

The committee had a short conversation about the LID's reserve, and how the reserve amount changes over time. Biff reminded members that it is the adopted policy of the committee to keep at least

\$60,000 in the LID reserve for emergency or capital needs, and that the committee's annual budget is set at 80% of the most recent full year of revenue collections.

Regarding reimbursements, Mary and Mark noted for the committee that all of the NBA's 2020 reimbursement requests have been submitted and are being processed by the county finance staff.

Laura joined the meeting.

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: Sculpture Park Maintenance - \$4,420.00

Chuck Klueber presented the funding request for the NBA. Chuck noted that this is an annual request that supports the work necessary to both clean and maintain the Sculpture Park grounds and the sculptures themselves. This work has been done by Outdoor Craftsmen, a Niwot-based business. The 2021 request is \$210 more than the 2020 request. The committee spent a few minutes discussing the work that is completed by Outdoor Craftsmen, which includes mowing, weeding, and cleaning of the sculptures.

ACTION: Eric moved, seconded by Jim, to approve the funding request for \$4,420.00.

The advisory committee unanimously APPROVED the motion.

2. NBA/Niwot Future League: Economic Development Director Salary - \$3,000.00

Eric and Catherine McHale presented the funding request for the NBA. Eric noted that the Niwot Future League members have been reviewing the work that Catherine does and has been doing in support of the LID businesses and NBA members, and voted to approve a \$3,000 increase to her salary. Eric informed the committee that new goals and priorities are being developed to guide Catherine's work moving forward for the rest of 2021, and that he'd share the goals with the committee once they are complete. Catherine reviewed with the committee the scope of services that she provides to the NBA and the LID.

ACTION: Jim moved, seconded by Scott, to approve the funding request for \$3,000.00.

The advisory committee unanimously APPROVED the motion.

3. Niwot Business Association: Online Scavenger Hunt - \$1,000.00

Deb Fowler presented the funding request for the NBA. This request is based on an activity that the City of Loveland ran in December to support holiday shopping. Participants downloaded a software application and then used the app to "find" items placed around town. The NBA would like to run this campaign in Niwot in March with a "Spot the Leprechaun" theme, with the goal of attracting 500 users. In order to win the game, participants will be required to make stops throughout the district and in retail and other outlets. The total cost of the activity is \$1,500, with the NBA requesting \$1,000 from the LID and contributing \$500 to the effort.

Scott noted that the activity is a lot like Pokemon, with community-oriented add-ons like trivia.

In response to a question from Lisa, both Deb and Eric commented on the NBA's focus on balancing events and ensuring a manageable cadence of events throughout the calendar year.

Committee members commented on the creativity of the event and the variety of events that are being offered to the community.

ACTION: Mary moved, seconded by Cornelia, to approve the funding request for \$1,000.00.
The advisory committee unanimously APPROVED the motion.

4. Niwot Business Association: Lucky Niwot Day - \$2,500.00

Deb Fowler presented the funding request for the NBA. This single-day event will be similar to the Après Ski event. The event will include readings from an Irish poet, green tea, shamrock shakes, a Leprechaun fairy, Irish dancers, horse and carriage, and live music throughout town. The LID funds will be used to support music, entertainment, and advertising expenses. The total cost of the activity is \$3,000, with the NBA requesting \$2,500 from the LID and contributing \$500 to the effort.

ACTION: Lisa moved, seconded by Eric, to approve the funding request for \$2,500.00.
The advisory committee unanimously APPROVED the motion.

New Business:

2021 Niwot Business Association Budget Presentation

Eric presented the 2021 NBA budget to the advisory committee. Eric noted for the committee that the 2021 budget proposal exceeds the LID's annual budget, with the expectation that steps will be taken throughout the year to ensure that spending remains in-sync with the goals of the advisory committee and generates community support for the LID.

The following highlights were noted during the presentation:

- 2020 was an opportunity for learning.
- Outdoor spaces are underutilized.
- More people involved in shaping the community's future is helpful.
- Niwot businesses enjoy a supportive customer base.
- Small, less expensive events can deliver a big bang.

NBA Board of Directors priorities for 2021 include:

- Maintaining the momentum of the second half of 2020.
- Better defining roles for advertising, marketing, and economic development.
- Improving communication, e.g. to members.
- Expanding and organizing the volunteer network.
- Developing metrics for activities and events.

For 2021, the NBA is intending to spend \$50,000 to support approximately \$165,000 in LID funding requests. Eric noted that the current uncertainty surrounding whether or not Rock-n-Rails can be held in

2021 is shaping the NBA's plans for the year. If Rock-n-Rails can be held, decisions will need to be made in respect to how to spend the event's revenues – e.g., the revenues could be spent to support smaller events throughout the fall, in addition to funding improvements at Whistle Stop Park.

Regarding potential infrastructure projects, the NBA is considering ambience improvements to Cottonwood Square, to leverage sidewalk improvements being made by the county on the north side of Cottonwood Square, and a Light Up Second Avenue project to retrofit the existing sodium vapor street

lamps on Second Avenue and add new lighting to support additional outdoor seating.

The committee spent time discussing the NBA proposal, NBA spending in past years, the relationship between the NBA budget and the LID budget, and the funding requests that come from other community organizations.

Old Business:

Agenda for NLIDAC/BOCC Joint Meeting

Laura led the committee in a discussion regarding agenda topics for the February 4 joint meeting between the NLIDAC and the Board of County Commissioners.

As a general approach to the meeting, given the limited meeting time, Laura asked each member to agree to a “five-minute” rule during their speaking parts, and to introduce themselves not at the beginning of the meeting, but rather, when it is their turn to present as the meeting goes along.

Laura prepared and shared a draft agenda based on the agenda discussion the committee had at its January meeting. Committee members spent time providing input and feedback on the various agenda items and refining the talking points that would be presented to the county commissioners.

Mark noted for the committee that he would revise the draft agenda based on the evening’s conversation and share it back out to the members on Wednesday.

Mark reminded the committee that if they would like to share comments on the applicants for the three open NLIDAC seats, to please email them to him by Friday, Feb 5. Mark also noted that only one application was received for the two open business representative seats. This seat will be recruited for during the summer recruitment period. Biff has agreed to serve an additional six months until the summer, upon commissioner approval.

Chuck Klueber provided the committee with a short update on the parking lot project, noting that trench digging and other work is being done in preparation for the installation of the electric vehicle charging stations.

Laura and the committee thanked Chuck for his work in organizing the tree carving blessing ceremony that was held on Saturday, January 30.

Mark noted for the committee that the online funding request form is nearly completed, and that he hopes it can be put into use shortly.

Public Comment:

No members of the public spoke during public comment.

Adjournment:

The meeting was adjourned at approximately 9:30 p.m.