

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, June 1, 2021

Virtual Meeting

Present: Laura Skaggs, Cornelia Sawle, Mary Coonce, Biff Warren, Eric Bergeson, Heidi Storz, Lisa Rivard

Guests: Catherine McHale, Chuck Klueber

Staff: Mark Ruzzin

Call to Order:

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

Approval of Meeting Minutes:

The advisory committee considered the May 4, 2021 meeting minutes:

ACTION: On a motion from Laura, seconded by Mary, the committee voted unanimously to approve the May 4, 2021 meeting minutes, with the proposed edit suggested by Mark.

Treasurer's Report:

Mark provided the Treasurer's Report, as Bruce was unable to attend the meeting. He noted that, year-to-date, the committee has approved about \$118,000 in funding requests, or 79% of the annual budget of \$149,000, leaving about \$31,000 remaining in the 2021 budget. If the committee approves the funding requests included on the June meeting agenda, about \$139,000 or 93%, of the LID's 2021 budget will have been committed.

The NBA has submitted 8 reimbursement requests which are currently being reviewed by county finance staff. Mark expressed his appreciation to Mary and the NBA for their timely submittal of the reimbursement requests.

Mark pointed the committee to the March 2021 revenue report, noting that through the first quarter of 2021 the LID was \$10,000, or 22%, ahead of 2020 collections year-to-date.

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: Parking Lot Mowing - \$1,500.00

Chuck Klueber presented the funding request for the NBA. Chuck explained that this is an annual request, to provide mowing services for the 2-acre parking lot property on Murray Street. Chuck noted that the \$1,500 request is the same amount that was requested in 2020. Mary informed the committee that \$930 of the 2020 request was spent. Biff noted that construction of the parking lot has begun, and thus the area to be mowed will be reduced to about 1.5 acres in size.

ACTION: Mary moved, seconded by Biff, to approve the funding request for \$1,500.00.

The advisory committee unanimously APPROVED the motion.

2. Niwot Business Association: 2021 Marketing Q2-4 - \$19,375.25

Catherine McHale presented the funding request for the NBA. Catherine explained that the request lays out a plan for marketing activities for the rest of 2021. She noted that the plan has been whittled back in response to concerns about the uncertainty of the economic recovery; if revenue collections continue to be strong through the summer, she may come back to the LID later in the year with a request to fund some of the marketing activities that have been removed from the plan.

Catherine walked through the various marketing activities that are planned for the rest of the year, mentioning the core advertising campaign and the support that will be provided to the variety of events that are planned for the rest of the calendar year.

The committee thanked Catherine for her work and responsiveness to the needs of the local business community.

ACTION: Mary moved, seconded by Biff, to approve the funding request for \$19,375.25.
The advisory committee unanimously APPROVED the motion.

New Business:

Biff offered some thoughts on the continued strong performance of the district's retailers, as shown in the monthly LID revenue reports. He noted the increased amount of online shopping that has happened as a result of COVID, and asked if the county finance staff can determine if there has been an increase in the number of entities that are paying sales taxes into the LID. Mark offered to ask county finance staff if they can provide any insights into Biff's observation and to get back to the committee.

The committee spent some time discussing a process for updating the NLIDAC's five-year strategic plan, which runs through 2021. Laura described the process that was used to develop and update the plan in the past, which involved working with county staff and bringing the committee together for one or two planning-focused sessions outside of the regular monthly business meeting. Eric suggested that the timing seems right in respect to starting and completing a planning process that will result in completion of a new strategic plan going into 2022.

Mark provided some additional detail on the process that has been used in the past to develop the plan; how the committee might utilize its business meetings in addition to a dedicated planning retreat; the role county staff can play in supporting the committee's work; and other timing and planning items.

Eric noted that he will check in with Scott on the committee's discussion. Committee members expressed their support for a fall timeline for updating the strategic plan. Eric noted that the NBA is collecting data on activities and events that may inform the planning process.

Old Business:

Mark provided a short update on the parking lot construction project and noted for the committee that as a result of the time delay in starting the project, along with other issues, the cost of the project will likely increase. Biff suggested that once the project is completed, that it would be helpful to bring the parking lot team together (Chuck, Chad, Biff, etc.) with the county planning staff to discuss the challenges that have been faced during the project and provide some input to them on how to improve the permitting process. Mark offered to help set up a meeting once the parking lot construction project is completed.

Public Comment:

No members of the public spoke during public comment.

Adjournment:

The meeting was adjourned at approximately 7:45 p.m.