

Niwot Local Improvement District Advisory Committee

MEETING MINUTES

Tuesday, August 3, 2021

Virtual Meeting

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

Guests: Jocelyn Rowley, Deb Fowler, Pat Murphy

Staff: Mark Ruzzin

Call to Order:

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

Approval of Meeting Minutes:

The advisory committee had no minutes to consider. Mark noted that the July and August meeting minutes will be brought forward to the September committee meeting for consideration.

Treasurer's Report:

Bruce provided the monthly Treasurer's Report, walking the committee through the report he prepared for the meeting. Bruce noted that through May 2021, the LID had collected about \$96,000 in sales tax revenues, a 26.4% increase over 2020 year-to-date. The Food Service and Accommodations sector continues to improve, seeing an increase of nearly 75% over May 2020 revenues. Bruce also pointed out that the retail sector has performed consistently throughout 2021, collecting about \$8,000 per month.

Bruce noted that he continues to be surprised at the growth seen in the Manufacturing and Wholesale sector in comparison to previous years. Through May this sector has already collected three times the revenues of past years.

Remote sales accounted for 18.5% of LID collections in May.

Bruce noted that, year-to-date, the committee has approved over \$175,000 in funding requests, or 117% of the annual budget of \$149,000, meaning the committee has overspent the 2021 budget by about \$26,000. If the committee approves the funding requests included on the August meeting agenda, about \$183,000 will have been committed in 2021, increasing the LID's budget deficit to just over \$33,000. With the LID still expecting approximately \$17,000 in additional funding requests to be submitted before year end, it's likely the LID will end 2021 approximately \$50,000 over-budget.

In response to a question from Bruce, Mark updated the committee on the state of 2021 reimbursements. Due to summer vacations and other issues, reimbursement requests have been slow to be processed. He noted that he is working diligently with the county finance office to get reimbursement requests processed as quickly as possible, and apologized for the delay. Mark noted that he expects to be able to provide Mary with a status update on the NBA reimbursement requests by the end of the week.

Scott and Bruce noted that with 2021 district revenue being extremely strong and nearly \$200,000 sitting in reserve, the committee is on strong financial footing despite the projection that it may end the year about \$50,000 over budget.

The committee had a short discussion regarding the district's budget, how the budget is set, and how the budget supports the committee's strategic priorities.

Funding Requests:

The advisory committee considered the following funding requests:

1. Niwot Business Association: October Family Fun Fest - \$3,500.00

Deb Fowler presented the funding request for the NBA. The event will be an Oktoberfest-themed festival designed to provide fun for both kids and adults. Family-focused events will take place in the afternoon, and more adult-oriented activities will be scheduled for the evening. LID funds will be used to cover graphic design and marketing costs, a horse and carriage, decorations, and a polka band. The NBA will be contributing \$1,000 to the event.

Deb emphasized that the event will be Oktoberfest-themed, and it will not be a Halloween-oriented event. The event will support the retail establishments in the afternoon, with the focus shifting to supporting the restaurants in the evening. Music and activities will be split between Second Avenue and Cottonwood Square, with the horse and carriage providing an easy way to travel between the two locations. In addition, a timetable of activities will be created to help people know when to be where, depending on their interests.

ACTION: Mary moved, seconded by Bruce, to approve the funding request for \$3,500.00. **The advisory committee unanimously APPROVED the motion.**

2. Niwot Business Association: Great Pumpkin Party - \$4,135.00

Pat Murphy presented the funding request for the NBA. Pat noted that the Great Pumpkin Party is a Niwot institution, having been staged some 25 years running. The goal of the event is to bring people to Old Town and Cottonwood Square for trick or treating, from 10am - 2pm on Saturday, October 30. Planned activities include music, carriage rides, a petting zoo, a magic show, and a kid's parade on Second Avenue beginning at 11:30am.

In response to a question, Pat noted that the funding request is for \$500 more than previous year requests, as costs for most everything have increased since the event was held last in 2019.

The committee spent some time discussing the particulars of the proposal and the total amount requested of the LID. Mark clarified that the LID cannot reimburse expenditures relating to gift cards. The committee also spent time discussing the length of the event and ensuring that the activities associated with the event span the advertised hours.

ACTION: Biff moved, seconded by Lisa, to approve the funding request for \$4,135.00. **The advisory committee unanimously APPROVED the motion.**

New Business:

Scott led the committee through a conversation regarding the district's 2022 annual budget.

Mark noted for the committee that the Boulder County Office of Financial Management will formally begin the county's 2022 budget-setting process later in August, and that he would like to provide county staff with direction from NLIDAC in regards to the committee's preference for the LID's 2022 annual budget. Past policy direction adopted by the NLIDAC sets the district's annual budget at 80% of the last full year of revenue collections; for 2022, then, this would result in setting the budget number at 80% of 2020 sales tax collections. In 2020, the LID collected \$213,333; setting the 2022 budget at 80% of that collection number would result in a 2022 budget of \$170,666, an increase of \$21,353 or 14% over the 2021 budget of \$149,313.

The committee expressed its comfort with following adopted policy by setting the 2022 budget at 80% of 2020 sales tax collections, or \$170,666. Mark noted that he will communicate the decision to county OFM staff.

Old Business:

Mark reminded the committee that the deadline for applicants to apply for Biff's committee seat is Friday, August 9. As of the meeting date, one application had been submitted.

The committee spent some time discussing their plans for updating the NLIDAC strategic plan. Mark walked through a potential process, which could include Leslie Irwin attending the September committee meeting to discuss goals and outcomes for the update process, the scheduling of a multi-hour retreat for the committee to work together (ideally in-person) on the five-year strategic plan, and then utilizing the remaining business meetings in 2021 to finalize and adopt the new plan.

After discussing meeting length, locations, and dates, the committee tentatively scheduled the strategic planning retreat for Saturday, October 2. Mark noted that he will confirm with Heidi that her barn is still available to host the meeting.

The committee took some time to thank Biff for his years of service to the LID and the Niwot community. The committee agreed to invite both Biff and Jim Eastman, whose term ended in February, to the strategic planning retreat lunch as an opportunity to celebrate their service.

Public Comment:

No members of the public spoke during public comment.

Adjournment:

The meeting was adjourned at approximately 8:00 p.m.