

Bluebird Business Improvement District (BBID)  
Board of Directors Meeting  
February 28, 2017  
MINUTES

Attending directors: Drew Gottlieb, Buzz Geller, Don Novak, Tom Secrist and Master Kim. Also attending Dan Shah and Anne Kuechenmeister. Directors not attending: Chris Swank and Sean Mandel.

Citing the presence of a quorum, D. Novak called the Bluebird Business Improvement District (BBID) to order at 10:48. The directors reviewed the agenda for conflicts and no conflicts were reported.

The board reviewed the meeting minutes from January 2017. D. Gottlieb motioned to approve the minutes for January 2017 and T. Secrist seconded, the minutes were approved unanimously (5-0-0).

T. Secrist led a discussion of the financial report. He noted that we have about \$4,000 remaining following our \$35,000 reserves for capital improvements. D. Novak noted that we should receive a tax payment in March. We received an invoice from Front Range for power washing services in the amount of \$1,200. D. Shah will share the Front Range contract with T. Secrist. B. Geller motioned to approve the financials and D. Gottlieb seconded, the January financials were approved unanimously (5-0-0).

D. Shah led a discussion of offsetting the cost to C. Swank for trademarking the Bluebird logo and then allowing the usage of the logo for the BBID through a license agreement. J. Allen is the attorney who did a quick search regarding potential issues with trademarking this logo. The amount for the standard filing is \$770 per the contract from J. Allen, but she noted that there is a current trademark held by Sony, which could complicate the process. This won't be known until we start working on the process. T. Secrist motioned to spend \$770 to seek the trademark for the Bluebird allow the BBID to use this image as its logo, D. Novak seconded and the motion passed unanimously (5-0-0)

D. Novak led a discussion of the light maintenance repairs for the pedestrian lights. There is wiring that would have to be reconnected in order for these lights to function. These are the lights on the south side of Colfax Ave. between Steele and Adams Streets. The estimate is \$3,800 for Front Range to make this repair in front of Peter Tat2, where there is a current break in the line. T. Secrist noted that the estimate was high for this repair. D. Shah will share the story of the pole being hit and then the prior wires being barrier and potentially these are the issue with Front Range prior to beginning work and T. Secrist will be in touch with Front Range regarding the estimate of \$3,800, which the board has concerns may be too high for the repairs. T. Secrist motioned to approved work by Front Range to return service to pedestrian lights between Adams St and Saint Paul on the south side of Colfax pending T. Secrist's approval of the estimate not to exceed the estimate of \$3,800, and D. Novak seconded and the motion passed unanimously (5-0-0).

The board discussed proposals for website and logo updates from two organizations. First in Post Productions (FIIP) and See Saw Creative. FIIP has experience working with the BBID on Tasty Colfax and is familiar with the materials. T. Secrist motioned to contract with First in Post Productions, D. Gottlieb seconded and the motion passed unanimously (5-0-0).

The board discussed creative and artistic benches versus classic benches. Some forms of concrete to make rock looking seats could be inexpensive and work with our space constraints. The S-Q and S-P were the preferred trash can cutout designs. The board preferred the MF-3302 model of the Wausau cans because it is cheaper and has more capacity. D. Shah noted that there is a benefit to buying cans to last. D. Shah suggested waiting until the logo is completed to make a trashcan choice. There may be benefits to the concrete base regarding rust. D. Novak will request a mock up of the logo to put in the trashcan.

With no further business, the meeting adjourned at 12:46 pm.