

Bluebird Business Improvement District (BBID)
Board of Directors Meeting
October 17, 2017
MINUTES

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

Citing the presence of a quorum, T. Secrist called the Bluebird Business Improvement District (BBID) to order at 10:46 am.

The board reviewed the meeting minutes. S. Mandel motioned to approve the minutes and D. Novak seconded. The board approved the minutes unanimously (4-0-0).

T. Secrist presented the treasurer's report for October. The trashcans are not considered an expense because they are an asset. C. swank motioned to approve the financials, D. Novak seconded, and the motion passed (4-0-0).

The board opened the public hearing at 10:52 am and closed at 10:53. There were no questions from the public. D. Shah presented the resolution to adopt the 2018 budget and operating plan. D. Shah noted that the events line item is totaling \$25,000 total, for both the consulting services and hard costs. The board will review the consulting services and hard costs fee in January 2018. T. Secrist moved to adopted the 2018 Budget, D. Novak seconded and the resolution was adopted unanimously (4-0-0).

D. Novak led a discussion of Boo and Brew. Rooted Space is distributing flyers. This is the 11th year of the event. The focus this year is on the early evening event. There was a discussion of working with Mezcal and Goosetown to establish a passport, however, the timing did not work for this event. For the Boo and Brew we will have an early evening crawl. The event is on October 28th. D. Shah noted that he has seen Facebook advertising for the event. Rooted Space is completing outreach to businesses.

D. Novak shared updates on the East Central Area Plan steering committee. The group completed a placemaking and urban design survey and D. Novak would like to replicate this within the district. D. Novak is going to assist with a saturation mailer to BBID renters. The Groundswell staff is also going to assist with assessing the neighborhood design.

A Kuechenmeister led a discussion of bus rapid transit. The board reviewed the proposed BBID statement raising key issues and asking for clarification on these points. There was a conversation around moving people versus the feel of the corridor. A. Kuechenmeister will share this document with the other area business improvement districts to see if there is interest in joining a common statement to the City.

D. Novak presented information about the communication scope of work. She would provide support for website, newsletter and social media updates. We would provide additional content as well as re-use content from the Colfax Ave. district. T. Secrist motioned to approve the scope for work for communication services, for a flat fee of \$4,000, C. Swank and the motion passed unanimously (4-0-0).

D. Novak led a discussion of trees and new trees in the district. The scope of work was determined based on conversations with local businesses to ensure that people would support trees. T. Secrist motioned for approve the quote for tree installation, in an amount not to exceed \$8,935, C. Swank seconded. The motion passed 3-0-1, with D. Novak abstaining.

A Kuechenmeister presented on the public functional art. The artists/architects will look at potential locations and ways to make it look more artistic and adjust the design depending on location. D. Novak shared potential locations. S. Mandel noted that there are new trees going in and right of way requirements are limiting factors. S. Mandel also noted that this is scalable in size. The main priority for this effort is the placemaking component.

With no further business, the meeting adjourned at 11:48 am.