

Bluebird Business Improvement District (BBID)
Board of Directors Meeting
June 19, 2018
MINUTES

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

Before meeting begins, D. Novak and D.Shah discuss ordering stickers for the BID.

With a quorum, D.Novak called the meeting to order at 10:38.

D. Shaw handed out conflict waivers for directors to refresh. Group discusses term expiration dates. Director continues until they are replaced even if their term expires.

For website- swap out Drew Gotblieb for Sean Buchan. Contact Melissa. D. Novak said he can reach out to her.

B.Geller moves to approves the minutes, D Novak seconds. Motion passes unanimously. (4-0-0)

T. Secrist reviewed financials and Treasurer's Report. D.Shaw notes updated set of financials with the mill levy receivable is actually. D. Novak moved to approve, S. Buchan seconds. Motion passes unanimously. (4-0-0)

D. Novak opens discussion of Tasty Colfax. This year, because there are more multifamily dwellings in the area, there will be mailers and door hangers. Spending 1/3 on event planning as we did last year, so the savings is getting spent on marketing. Expanding the geographic reach of marketing- near Cole, Skyland, and North City Park neighborhoods. Via saturation mailing and door hangers. Will hit right after 4th of July weekend. Social media- \$500 budgeted in Facebook ads.

S. Buchan offers help with social media and also notes that Two Parts is an organization that helps with event management and marketing. He also notes it would be good to send our logos, etc. to businesses so they have it. D. Shah followed up with Collaborative to get that info to businesses. T. Secrist notes Life on Capitol Hill may be a good source to post an add for Tasty, D. Novak made a note that it's a good idea and will look into it if we still have the time.

E. Alvarez noted that she followed up with the volunteer from NJH about Tasty and discount cards. D. Novak suggested that everyone get a spork with a lanyard instead of a button such as in previous years. They are currently getting quotes, but haven't settled on anything yet. Target is usually always around 500 people to attend.

D. Novak opens discussion about social use. He was approached by Councilwoman Black to discuss how we set up or get a social use space. The letter seeks to point out

that the regulations preclude any area in the BID from having any such establishments. B.Geller suggests that the group takes some time to digest the letter and then suggest edits through email.

E.Alvarez recaps meeting with Emily Lapel. Will sent out full recap when E.Lapel gets back to her about all questions asked during meeting.

D.Shah notes that an email should have gone out the businesses about the BRT survey. B. Geller and S. Buchan did not get email, so D.Shah will follow up. We also need to follow up with A.Kuechenmeister to get filtered results of just the businesses and property owners. B.Geller notes that he got the original one, so we will dig into find out when it went out. S.Buchan also noted that he got it the first time and did fill it out. Could put a survey at the check in booth, and could drive businesses to the survey. D.Novak notes that we could also put it in the book.

D.Shah opens discussion on capital improvements. He notes that trash cans are coming. Group discusses the number (6), species, and location of street trees. Lights will be spot painted and will be postponed until the new year. T. Secrist notes that we need outlets on poles, and consistently keep white string lights on (like Larimer Square).

Electrical box murals. D.Novak notes that we were going to get artists to get paint some during Tasty Colfax.

D. Novak notes that anytime an artist wants to do something, we should give them the green light and group discusses murals/street art in general. B.Geller notes he has a wall (about 1,000 feet to be painted) he would like painted. D. Shah notes that BID could pay for utility boxes and suggests it may be \$300-\$500 per box. D. Novak notes that it would be a good idea to have a Bluebird logo/placemaking, he also suggests that we should get some quotes. D.Shah will look into utility boxes and B.Geller's wall.

Meeting adjourned at 12:15