

Bluebird Business Improvement District (BBID)
Board of Directors Meeting
January 15, 2019
MINUTES

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

With a presence of the quorum, D.Novak called the meeting to order at 10:44.

B.Geller motions to approve the October 2018 minutes. C.Swank seconds. Motion passed unanimously (4-0-0)

T.Secrist reviews Q4 financials and Treasure's Reports. We are \$26,026 under budget.

C.Swank motions to approve Q4. D.Novak seconds. Motion passed unanimously (4-0-0)

D.Shah proposes motion to approve posting location for board meeting notice at Sprouts bulletin board. B.Geller moves to approve, D.Novak seconds. Motion passes unanimously (4-0-0).

D.Novak notes to revisit discussion about board meeting locations, possibly S. Mandel's space. T. Secrist suggests going back to Annie's, or to inquire about Middle Man. T. Secrist will ask about Middle Man. C. Swank suggested that Goosetown and any of his locations are available. D.Novak notes he likes the idea of switching it up and visiting multiple locations.

Following an executive session called by D. Novak consider proposals for 2019 services for Michelle Valeri and Social Impact Law showing increases of 7% and for Collaborative Events to \$7000 annually, T.Secrist moved to approve contract renewals as set forth in the board packets. S. Mandel seconds. Motion passes unanimously (4-0-0)

Following discussion let by D Shah on light pole refurbishment, which was priced out last year for lumiere replacement and pole painting,, D. Novak moves to give T. Secrist authority to spend up to \$33,000 for lighting. S.Mandel seconds. Motion passes unanimously (4-0-0).

D. Shah can put a license agreement together that gives BBID a 30 day cancelation by owner for parking at All In for \$500/month. D.Novak will get information out, and D.Shah and E.Alvarez will give information to M.Valeri and RNOs to point out this new business employee parking to put into the newsletter. D.Novak notes he can take the signs down. S.Secrist moves to approve moving forward with the All Inn parking proposal, given the 30 day cancelation by owner. B.Geller seconds. Motion passed unanimously (4-0-0).

D.Novak suggests use of a “passport” type promotion through the of March to promote businesses. Stages would be 1) communication to get yes/no’s from businesses and what their promo would be, 2) design of the card. D.Novak notes that it would be strategic to post all social media/web updates up at or around the same time. D.Novak will put together a budget.

D.Shah poses the question of if we should do a retail gap analysis in the area. The group agrees this is a good idea, and that the more information we have about this, the better.

D.Shah explains that there would be a high deductible for trash can insurance, which the group notes is too high. The board opts to not move forward.