



## Buena Vista Main Street Board of Directors

### Meeting Minutes

**Friday, February 10, 2017 @ 9:00 a.m. @ Watershed, 410 E. Main Street**

Attendance: Amy, Robbie, Katy, Ashley, John, Lenny, Hunter, Bill, Kathy, Sarah, Clark, Brandy Reitter

Public: Dave Kelly from High Rocky

1. DDA Discussion (Brandy Reitter)
  - a. DDA and MS can work together well. DDA looks at downtown as a whole. Would enhance what we're already doing downtown.
  - b. Funding piece is very important because they are a Town entity and can raise money through taxes. Things like light poles and signage that were pulled from Town budget can be addressed through DDA. Downtown funding in Town budget competes with everything else in Town budget, whereas DDA funds are separate and not approved by Trustees in detail.
  - c. Takes a long time to put place but worth exploring. Would help with volunteer fatigue as well as funding. Can leverage groups already in place. Trustees are very supportive of MS but DDA would be a bigger stakeholder in Town's interest with longevity and sustained funding.
  - d. MS Board and Program could be combined with DDA for more leverage and legitimacy with the Trustees. MS could continue separately or as an arm of DDA; this could be fleshed out later. DDA could be incubated in MS Board then see where it goes. DDA would also include South Main and West Main.
  - e. DDA has same principles and challenges as MS, but adds funding ability (see PowerPoint handout)
  - f. Town would approve a resolution to establish the DDA. Existing strategic plan for MS could be adopted and expanded for DDA. Process takes about 6 months to get structure in place for DDA; Town does the heavy lifting on this. There are other types of organizations (Ex: Urban Renewal) but they are more fitted for eminent domain and urban blight.
  - g. Tax increment financing: would go to all Town voters; this process takes about a year. Additional sales and property tax collections over budget go into a savings account unless it's earmarked for a specific project. A portion of this surplus could be designated for DDA. Mill levy for property would be difficult to pass but this is more appealing to voters.
    - i. Town is currently running 12% over on these tax collections. In 2016, this overage represents \$180,000 in sales tax and \$50,000 in property tax.
    - ii. TIF could be anywhere from 5-50% of the overage
  - h. Still work with Town on projects like street lights, etc.

- i. Any pitfalls? More Town involvement but not necessarily related to budgeting. Town politics can be an extra hurdle—or not. At the same time, having Town administrative support can be a big plus. Don't want to lose sight of Main Street initiatives but also don't want to create another group of people with the same goals.
  - j. March 6 from 4:45-6pm at the Community Center is the BV Business and Development Meeting: Downtown Colorado Inc will do an informational session on DDAs. MS Board is encouraged to attend.
  - k. February 22: Trustees have invited Advisory Boards to talk about projects and work plans. Will also share things Town is working on that impact Boards. Objective is to improve communication. MS is not an Advisory Board to Town but this is an opportunity to share our goals and strategies with Town as well as other Boards.
    - i. Ashley, Bill, John will attend. Kathi will attend to represent the Chamber but is available to speak with BV as well.
  - l. Katy will research the DDA and come back to us with concerns, pros and cons
    - i. Send Katy any questions you have about the DDA so she can address them in her research
2. People's Stage recommendations (Ashley)
- a. To quantify performance success, we can partner with 3-4 local businesses for each event to offer a special offer or coupon that can be measured. Would also collaborate on promotions. Time change of our performances may impact partnerships.
  - b. Last year we hosted 16-18 bands at \$200 each. We may be able to pay more for better bands since we're hosting fewer days.
  - c. Second Saturdays have been mildly successful. When scheduling, should we build on this to create more excitement around this event?
  - d. Is programming the People's Stage with musical performances the best use of the funds and the most effective strategy? Many businesses already bringing in artists – are we competing with and diminishing their efforts, and losing our effectiveness as well?
    - i. Lenny suggests we are spending a lot of resources for moderately effective events that detract from what he's trying to accomplish across the street; he's had to turn his music down during performances.
    - ii. Robbie agrees that musical performances cannibalizes on local business efforts. However, using the lot as a hub and "command central" for events makes a lot of sense.
  - e. There are other ways we can activate the People's Stage lot such as murals, public art, pocket parks, sculpture gardens, school art displays. There are other lots that also need activation.
  - f. MS does not fund the performances; they are paid by Town (est \$2,500). We would need to explain why we want to pivot in more detail and get authorization to reallocate the resources.
  - g. Ashley will send her presentation via email so we can provide feedback and present a plan to Town. We need to have this determined quickly so we have time to book bands and do promotions.
3. Press releases for BV Main Street
- a. Sara has volunteered to do all Press Releases
4. Drone conference March 15 subcommittee

- a. Event at Mount Princeton but there will be a social event the night of the 15<sup>th</sup>. Robbie has suggested they do a drop off at Deerhammer and Jailhouse for cocktails, then walk to Lariat for Open Mic night.
  - b. Swag bag with Chamber magazine, trail maps, very specific coupons from applicable MS businesses (dining, shopping) so we can measure/track effectiveness during this event as well as throughout the summer.
  - c. Ashley brought 75 bags and I LOVE BV stickers to get started; more are needed for 150 attendees
  - d. Robbie will approach them as a representative of BV MS
5. Should our minutes and agenda be on the Town website?
    - a. Would enhance communication but could detract from our grass-roots efforts. Could be available on our (as-yet-nonexistent) website.
    - b. Currently minutes are not posted in a timely manner since they must be approved.
    - c. High Rocky business owner who attended the meeting said he is within the district but feels that he "lives on the wrong side of the tracks." Said perception outside the group is that we're a special little group excluding some relevant businesses. Providing minutes on Town website would take very little time and makes us seem like we have nothing to hide, and are not a secret society.
    - d. Kathi motioned that we ask Town to publish our minutes on the MS page on the Town website, Bill Fitzgerald seconded: approved unanimously.
  6. Discuss meeting day of the week (*Tuesday only other possibility that works for most. Trustee Volpe unable to attend meetings on Friday*).
    - a. Thursday works for the Board
    - b. Lenny will ask Dave Volpe if that day works for him
    - c. Will keep next meeting on February 24 but may change in March going forward.
  7. Formation of subcommittees for special initiatives such as urban camping, People's Stage programming
    - a. By project, not per the 4 pillars as MS did in the past
  8. KOAA Television
    - a. Kathi connected to KOAA Television who offers wallpaper and mobile ads on their programming. She committed to promoting several existing events. Has one slot opening and is open to suggestions about what to promote. Paddlefest is recommended.
  9. Reminder: BV Economic Development Summit Monday, February 27 from 6-8pm at The Lariat
  10. Alternate Megan Kingman has not attended any meetings
    - a. Lenny will approach Megan to see if she's still interested and available, let her know she can call in if she cannot attend. No hard feelings at all if she needs to withdraw.
  11. Next meeting: Friday, February 24 at 9:00 a.m. @ Watershed, 410 E. Main Street
    - a. Agenda:
      - i. Subcommittees
      - ii. People's Stage

- iii. Drone conference update
- iv. Recurring: Committee/Organization updates (Chamber, BV Heritage, Historic Preservation Commission, Economic Vitality, BMW committee, any others?)
- v. Finalize bullet points for 1-year and 5-year goals, pick 2 from each to discuss at next meeting