

HORIZON DRIVE BUSINESS IMPROVEMENT DISTRICT BOARD WORKSHOP MINUTES

March 23, 2009 – 10:00 am
Crossroads Fitness

A workshop was held on Wednesday, March 23, 2009 at Crossroads Fitness.

Board Members Present - All Board Members were present

Dale Reece Clark Atkinson Eileen Blanchard Chuck Keller
Richard Tally Bill Milius Jan Rohr

Also Present Diane Hatfield Teri Cavanagh

Workshop

The workshop began at 10:00 am, with Diane Hatfield recording the discussion.

Agenda of today's workshop will include:

- Eileen Blanchard - Update on status of proposed new board members
- Eileen Blanchard - Financial update
- Dale Reece - Resignation of Doug Briggs, attorney
- Teri Cavanagh - Marketing analysis
- Board discussion - Election of Officers.
- Board discussion - Interim Director's position
- Dale Reece - Agenda at April 8th official Board Meeting
 - o Election of Officers
 - o Passing minutes from January, 2009's meeting
 - o Passing minutes from 2008, even though they may not be complete
 - o Vote on bid for audit from Paul Miller, CPA LLC - \$2,100.00
 - o Dave Younger – Report on the tax issue
 - o Vote on communication plan
 - Board members are asked to review and prioritize the suggestions before the April board meeting.

New Board Members

Eileen Blanchard informed us that for the city to approve our newly appointed board members, they are requesting a letter from Jan Rohr and Bill Milius stating that they are a business owner, or the managing member of a business located in the Horizon Drive Business District. They city would also like them to be present at the meeting when they are officially appointed members of the board.

Financials

Eileen Blanchard has been handling the financials for 2008, and will turn them over to Value Enhancement Group after April 15, 2009. After that, we'll begin getting monthly reports from them.

Dave Younger will attend the April 8th board meeting. He will be working with John Schaefer regarding the tax issue to bring us into compliance with the Colorado Attorney General's office.

Legal

Dale Reece passed a letter of resignation from Doug Briggs, attorney. Dale Reece will pick up the Horizon Drive BID files from Doug and deliver them to Eileen Blanchard. After Eileen reviews the file, she will pass the appropriate files to Dave Younger.

Dave Younger will do a book for us to introduce our responsibilities, and will give criteria for the book. We will also need to speak with Dave regarding the standing of the trademark. Dan Sharp may have some information with regards to this.

Regarding the minutes of 2008 – we need to speak with Dave Younger, and **acknowledge** that the minutes are insufficient, but show that steps have been taken to correct this by hiring Diane Hatfield to record the minutes.

Miscellaneous

The local post office boxes will be closing, so we need to make arrangements to open a box at the downtown post office. Diane Hatfield was asked to look into this today – March 23, 2009.

The Downtown BID is giving out incentives of up to \$10,000 to businesses in that district to renovate their business fronts. These grants are a great way to involve more businesses.

We would like to contact Chris Tomlinson to be at the next board meeting to take photos for web.

It was determined that we would like to post board workshops. This would mean scheduling them far enough in advance for the board members to arrange schedules. We don't want to post it if we're only going to have ½ the members present. Diane will get workshop information to Teri Cavanagh's office to be posted on the web.

Other community outreaches

- JUCO
- Air Show
 - o Be a part of events instead of planning an event
 - o \$2000 - \$3000 for booth, hot dogs and drinks
 - o Invite individuals (50 – 60) to mingle and view from a front seat

Marketing Analysis

Teri Cavanagh stressed this was a draft plan – no budget or timeline was suggested. Teri indicated that this is the time that the Business District gets more aggressive in our public relations. With the gateway project behind us, she suggests we now recapitalize for the corridor and develop a broader sense of image than of beautification. This could be done using various techniques:

- Trail maps
- Business profiles
- Tech sophistication
- E-mail blasts
- Display pole banners

We can represent our district advocacy via separate e-mail blast or fax.

- Plant seeds while economy is slowed
- Share the history of the district
- Look for more grants
- Promote private improvement through programs and awards
- Create newsworthy stories
- Stay in the public view
- Work with the city's art commission
- Work on communications.

We want to keep our finger on the pulse of the district – one idea is to have group discussions.... great ideas are achieved through one idea building on another. We should start working with the state to solicit money, and keep our data base current.

Dale thanked Len for a well organized presentation that gave the board momentum to keep the whole thing going. Next time we'll have more direction so we can prioritize

Discussion of 2009 Officers

Officers are elected to serve a one-year term. After the City approves Jan Rohr and Bill Millus, we will vote on the election of 2009 officers. Eileen Blanchard will confirm Jan and Bill's appointment to the board. The following people were asked to serve as officers.

President	Dale Reece
Vice President	Clark Atkinson
Secretary	Chuck Keller
Treasurer	Eileen Blanchard

Interim Director

We have been successful on our first big project, and want to be equally successful with future projects. It was decided that the Horizon Drive BID was in need of a Director to help accomplish this goal.

The following decisions were made:

- We will seek a candidate fill the position Executive Director.
- Responsibilities:
 - o Business Development
 - o Public Relations
 - o Planning & Development
- The position will be tailored around the person hired.
 - o Salary appropriate to experience - \$40,000 - \$60,000
 - If they're good, they could bring in their salary in grants.
 - o Full time or part time
 - part time could lead to full time
 - o Employee or contract laborer
 - o Work from home or in office
 - o Equipment needs

- A small office is to be maintained at least for record storage - perhaps a workspace as well.
 - o This office space is to be located within the District.
 - o \$10,000 per year
 - o Office would provide more visibility, but is not necessary.
 - o Eileen Blanchard and Chuck Keller will begin the search for the appropriate space.
- A separate PO Box will be acquired at the downtown Post Office.
- Advertising for the position would begin immediately.
 - o Clark Atkison will compose a detailed list of responsibilities required of a Executive Director.
 - o Teri Cavanagh will post it to our web.
 - o Diane Hatfield will then post an ad in the Daily Sentinel, which will direct applicants to the web-page.
 - To be run Sat, Sun, and Wed each week until May 1st.
 - o See if The Daily Sentinel would run an article on the Horizon Drive BID
 - o Don't include pay - let candidate name a salary range.
- Committee to hire Executive Director
 - o Chair - Clark Atkinson
 - o Supported by - Eileen Blanchard, Jan Rohr, Bill Milius and Chuck Keller
 - o Review resumes
 - Bring top 10 candidates to board by May workshop
 - Bring top 2-3 candidates for interview by end of May
 - o Background checks – Dave Younger.
- Things to consider when deciding if the person filling this position will be an employee or contract laborer
 - o Payroll, Workman's Comp, Insurance, Benefits, etc.
 - o Employee
 - Focuses on BID rather than struggling between other issues
 - Ease of Dismissal if they are not fulfilling their responsibilities
 - o Contract Laborer
 - Hire on a limited basis in order to validate decision
 - Legal Counsel thought it was easier

Adjournment

The workshop was adjourned at 12:20 pm.