

Minutes August 9, 2016

Present: Stephanie, Jessica, Jo, Cate, Chris, Theresa, Sara, Judy, Frank

Motion: Cate moves that Jessica become acting President and presidential election is scheduled for the September meeting. Jo seconds. Discussion: None. Approved unanimously.

Chris Chiari is resigning as board president and board member, effective immediately.

Board member will be replaced at next Board elections.

Jessica and Jo updated those who were not on moratorium discussion email on the two opposing point of views now that the moratorium language was issued. Since the parking moratorium language didn't include any language on housing or housing stock, it is not aligned with the board's position. Jessica and Jo suggested a later discussion on next steps and considering whether to remove our name from supporting it. The email chain will be added to the July minutes.

Minutes: Jo moves the approval of the May, June and July 2016 minutes with changes noted above. Stephanie seconds. Approved unanimously.

Committee Reports

Beautification Committee:

Per Judy, to make a compelling case for a Business Improvement District along 17th avenue will take a strong organization backing the effort. The business owners Judy has met with are enthusiastic supporters of the idea, pending the actual cost. PUMA (Progressive Urban Management Associates) believes that the beautification committee is right on track for putting something like this into place. There are three types of districts that could be created, depending on what would be the best fit: Business Improvement District, General Improvement District or Maintenance District. That could lead to the lights being repaired and trees planted on 17th Ave. It takes a vote of all the business owners with half plus one in support to be created. Some of the lights may need to just be replaced, as they have a life expectancy of about 30 years and they are approaching that age. It would likely be \$5-10k each. The city has a capital improvements bond issue coming up that could include these improvements. Judy will reach out to the Board for help on future discussions and preparing a budget for inclusion into the City's capital improvement budget.

EVENTS:

The main issue with the Summer Shindig is the lack of sponsorship, given the time between now and the event. The Events Committee needs board support to ensure the event is carried out successfully. Specifically, Board support would be most helpful.

Currently, have 4 vendors sponsoring the event. Asking Goddard to host a kids' area and have a table. One Colorado has been approached to host games for adults, cheese vendor also

approached. The event is planned from 4pm-10pm. The first part will be more family friendly. The alley between DBC and The District will be closed off at that end and host a stage. There will be music, drawings, acknowledging sponsors etc. There will be face painting, bird feeder-making. Suggestion: Cornstarch and Water, coloring. The main needs are: music, sponsorship, vendors, and silent auction items. Theresa suggests turning the silent auction items into giveaways.

Jessica volunteers to clarify whether or not raffles are legal.

Revenue in 2015 included: sponsorship and alcohol sales. Board support request is to have Jo do the budget. Jo will then send out the request to board members to solicit sponsors, starting with last year's list of sponsors.

Theresa will email sponsorship and donation request files to Jo, who will distribute to the Board. Advertisements with sponsor logos will not be printed and posted until sponsors have had their checks cashed. Sponsors will be added to the flyer, which will be reprinted, as organizations are added.

Neighborhood Survey

Cate

Basically, Tyler had less time than he expected, was intimidated by the project and did not communicate.

With the goals laid out by the board, what are our expectations? What is our success rate? Stephanie – online survey would help with some respondents. “Help to make our community better.”

Cate – initial surveys were in order to understand what we could get out of the surveys. As well, don't want to set up expectations that we cannot meet.

Jo – Script is built, goals are built. Email contacts will be great. Shindig is the big push now, Sampler is next. 20-30m on the agenda to talk strategy. We need this information to move forward as the board.

** Put it on October meeting agenda**

Also, we can have a temporary committee with focus. And/OR we can put it out to the board. One volunteer is not going to cut it. 5 volunteers plus the board.

Frank – layer on a “retreat” (not hot tubs and out of the city). We've thrown ourselves out there. Let's come back and start with one great thing and add on to that. Use it as a hub.

Need to reschedule September board meeting because of sampler.

Jo – Let's figure out our strategy. Focused vision. Metrics for ourselves.

Jessica – agreed, let's have a retreat.

Cate – let's do a Doodle to determine the next meeting and retreat. Jo will set it up.

Uptown Sampler:

15 businesses are in or are very likely participants. This is the 29th anniversary – Frank would like to have 29 businesses participate in honor of that. Non-restaurants can do other small

giveaways. Jo and Stephanie will take over Rachel's solicitation area. Jessica will take over Bread and Butter and Weathervane Café if Kate hasn't approached them by Thursday. Jessica will take over setting up Eventbrite/Night Out website and link ticket sales to the UOTH PayPal Account.

Tickets: 20 tickets in 10 pairs will be given to local leadership. 80 tickets will be sold by UOTH at \$20 each advance, \$15 if bought in sets of 5 or more. Jo and Stephanie will help chalk the sidewalks the weekend before. Ticket sales can begin August 21st, Frank will confirm.

Adjourn at 8:15pm. Frank moves, Stephanie seconds. Unanimous.