

Business Improvement District Board Minutes Noon,

September 17th, 2019 Grace Church 109 East 6th Street

2nd Floor

Board Present:, Bill Parks, Vince O'Connor, Howard Krasne, Kevin Main, JJ Bixby, Glen Ellis Richard Register Jerry Johnson, Tom Coday

Absent Roxie Kracl, Bob Missel

Guests: Brian Newton and Cortney Schafer, Barb Christensen, Stacy Heatherly, Susan Jacobus, Nancy Ellis, Shannon Mullen, Robin White, Colin Larson

1. Meeting was called to order by Chairman Coday. It was noted that a copy of the Open Public Meeting Act was available in the room.
2. Motion was made to approve the minutes of the August 20, 2019 meeting by O'Connor Seconded by Johnson after some clarification discussion. Motion carried unanimous vote
3. Comments from the public. None
4. Discussion and possible action on insurance coverage for downtown activities. Coday handed out a quote from INSPRO that he had requested. Cost was \$2,367 and there were many exclusions: Inflatable Amusement Devices, etc.. The idea behind this was lots of different groups could use the policy at a lower cost than each individual policy. It is also \$1200 less than Main Street's current policy. (The city requires a policy if streets are blocked off.) Krasne questioned whether or not BID even needed a policy. Parks thought each vendor should have their own policy. There was no action and more quotes are being requested. Ellis uses a different insurance company for the Artisan markets

#### Committee Reports

Financial Committee – 18K spent so far during the year Some money needs to be collected, some money was carried over from DID. A more detailed report will be coming

Maintenance – Two downtown kiosks. Mainstreet is covering outdated Maps with information about Distrx. (An online updatable Map.) A Motion was made by Register to pay \$133 for 1 side of each kiosks be replaced with the design approved by the committee members either by email or at next meeting. Parks. Seconded Motion carried unanimous vote. Krasne suggested a schedule of upcoming event. Ellis wanted the logo of Historic Downtown Fremont included in the design. (This would replace the historical story currently on the back that is faded.)

Marketing Krasne reported that he emailed a video to the board that he had just received from our contractor. He thought it needed some work, but it included more downtown events and less business. The video was played at the meeting. Suggestions to delete the Eater Egg hunt and add the Farmers Market.

Future Projects: No official report although Johnson thought some money could be used to attract more floats to the John C. Fremont Parade. Shannon Mullen from the CVB was there to ask permission of the BID to use some snippets of the BID Marketing video to use for some CVB advertising. The board seemed very supportive of this as the images of the video are not proprietary, but Krasne was to get permission from the contractor that put together the video.

Design/Christmas Decorations: Main reported that his committee located 130 strands of lighted garland that matched the existing wreaths which will be installed on 65 light poles and it would cost \$6,409 of the Christmas budget. After this expense, they will still be 12k to save for next year's budget. Trying to focus on more items to be seen during the day vs only at night. Motion to spend \$6409 and decide which poles to put on later moved by Register seconded by Bixby. Motion carried unanimous.

5. Approval of Expenses: Bill for the newsletters was presented without the sales tax as discussed at last meeting. \$572 This bill is from Max Designs and includes postage for mailing (approx. ¼ of the cost.) Johnson moved to pay the bill Parks seconded everyone in favor except for Ellis who voted no.
6. MainStreet report: Schafer reported that 2nd annual Fall Festival Oct 11-13 will include sand sculptures competition. MainSteet is selling Ornament for their 25<sup>th</sup> anniversary fundraiser.
7. Chairman Coday noted the next meeting was set for October 15, 2019 at the same time and location.
8. Meeting was adjourned Main moved no one objected.

Respectfully submitted  
J.J. Bixby acting Secretary.