

LBID MEETING MINUTES

Thursday, April 16, 2020 - 8:30 am, Virtual Meeting

1. **Roll Call.** Zoom Video Attendance: Kristen Galbraith, Dan Kaul, Carla Pettit, Dale Sexton, Kathryn Bornemann
Absent: David DePuy, Tyler Erickson
Also in Attendance: Kris King
2. **Public Comment** – N/A
3. **Discussion/Action Items**
 - A. **Review/Modify/Approve Past Meeting Minutes** – *Motion to approve by Karla Pettit; second by Dan Kaul; no discussion and all in favor.*
 - B. **Discuss/Approve/Deny Payments on Current Invoices** – *Motion to approve by Dan Kaul; second by Karla Pettit; no discussion and all in favor.*
 - C. **Discuss/Approve/Deny Application for Funds** – N/A.
 - D. **Review of LBID Expenses/Revenue** – no discussion.
 - E. **Additional Discussion Items from Board Members.** Kristen has been working with Steve Jay to update the map of businesses in the BID, which businesses have exemptions and which properties pay into it, and changes from business to residential and vice versa. There is a surprising amount of delinquent tax bills. Kristen has also been updating maps with banner brackets and for flower baskets.
4. **Update on Business Items of Interest**
 - A. **Coronavirus impact** – we created a Covid-19 resource page on the LBID website and are frequently updating it, regularly sharing resources and business posts on social media, and created a comprehensive list of district businesses' responses to the crisis with contact information to share on the website and social media.
 - B. **Banner Program** – Fresh LBID Spring/Summer Shop and Celebrate Local banners are up, also new Windrider banners that they bought. Working on 4th of July Rodeo and 4th of July banners with Megan Eubank for June and early July to be reused annually; will share design with board. With the designer and printer we're working with, turnaround for new banners is under a month.

Board of Directors

Kristen Galbraith - Chair Dale Sexton - Vice-Chair
Kathryn Bornemann David DePuy Tyler Erickson Dan Kaul Karla Pettit

- C. **Board membership** – we are happy to have Dale Sexton renew his term. All board terms updated on the website.
- D. **LBID Renewal** – Would like to have print flyer of accomplishments ready by August for Board members to hand deliver and discuss with local businesses in preparation for renewal.
- E. **CVB/TBID Update** – At the City 4/14 video meeting the selection committee gave unanimous approval of designating LBID as the CVB (and TBID is included by regulations) and the Commission gave a 4-0 approval. There are many regulations and submissions that need to be taken care of and Kristen is volunteering 20 hours a month to spearhead the effort and Kris will be joining webinars and calls with Kristen to learn more. Board discussed how far the LBID has come recently, the importance of finalizing the nonprofit status that has been in the works for months, and we are looking for office space for CVB and meetings. Kathryn and Kristen both are reaching out about potential locations, Dale may have some space given his new acquisition of Dan Bailey's. The LBID Board can be the CVB board with time set aside for that agenda, or can convene a new board. The suggestion was made to start as one board and reassess next Spring. Discussed reaching out to those in the community unhappy with the CVB decision. There will likely be ongoing fallout, but we are moving ahead with a focus on positive actions and working together for the greater good of the community. Kristen and Kris will work on a statement/press release. Kris will add a tab about the news to the website as an interim step.
- F. **Marketing Report** – the list of marketing and outreach efforts was shared. Kris would like to do a series featuring each board member and will email questions and create profiles to share on the website and social media. Kris also recently started sending out an enewsletter to businesses in the district through the website.

5. Public Comment – N/A

6. Next Meeting Date and Agenda May 21, 2020

7. Adjourn at 9:07 am - *Motion to approve by Dan Kaul; second by Kathryn Bornemann; no discussion and all in favor.*

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