



***Meeting of the Board of Directors
Meeting Minutes***

Held: July 22, 2026 – 11:00 AM
Jehn Building

BID Board Members Present:

Kristin Chayer
Allyson Skiba (zoom)
Debbie Hansen
Alyssa Rossi
Loren Naftz (zoom)
Kim Whitehead
Steven Cohen
Dwayne Cameron

Absent (excused):

Scott Spears

Absent:

Frank Farinaro

Also in Attendance:

Stephanie Paul - Director of Marketing and Events
Katie Arpin - BID Administration
Jean Gordon - Interim Executive Director of Olde Town BID and Executive Director Visit Arvada
Sarah Miley - Arvada Economic Development Association
Jessica Garner - City of Arvada - Community and Economic Development Director
Officer Clint Burnhorn - Arvada Police
Rebecka Lovisone - City Council Member District 3
Susan Doak - Mission Arvada

Call to order: 11:02 am

Disclosure of potential conflicts of interest: None

Public Comment/Other Business:

- Relocation will have an update in the next 3 or 4 weeks

- Have housed 26 people this year
- Day shelter numbers are down getting around 40 a day - Down 25% since last year
- Will have had a bunch of mission Arvada volunteers

Approval of Minutes:

June 24, 2026 – 1st (Debbie) 2nd (Steven) - Approved

President's Report (Kristin Chayer)

- Kristin's last meeting as BID board president
- Will attend August meeting with newly elected president

Treasurer's Report (Loren Naftz)

- Checking \$196,315.00
- Savings \$105,057.00
- Assets 219,035.00
- \$174,764.00

Motion to approve Treasurer's Report - 1st (Kim) 2nd (Alyssa) - Approved

CORE Team (Commander Kelly Shennan)

- No update
- Stephanie - will be testing a new meridian gate system for next Second Saturday
 - Testing day before with Fire, Police and Steph

AEDA Update (Sarah Miley)

- Safety and Security Grant opens September 7th. This grant is awarded more on a first-come-first-serve basis. Awards are up to \$5,000 from AEDA with a 25% match from the business. Email smiley@arvada.org to get an email when the application is live.
- AEDA Business Appreciation Breakfast will be on September 17th from 8:30-10:30 at the APEX Community Center across from the Arvada Center. A lot of Olde Town nominations and winners this year, so we'd love if you could join us to support them. We will be recognizing Scott, Kit with Pickin Parlor, and Joe among other winners. The event will also feature an engaging panel of business resource providers.
- AEDA Manager final interviews (hopefully!) this week
- AEDA is still working on funding for location analytics (+spend analytics) software. We have a company in mind and are excited about all the possibilities with spend data that can be linked to ad campaigns!

City Staff Update (Jessica Garner)

- Waiting for ambassador contract - more information to come
- Will bring people in for everyone to meet
- Street renovations - City going to pay for parklets to get flooring
 - Clementines
 - Method & Muse
- City would like to change over the ownership of the parklets to the business owners in the next few years

- Murals happening after Shindig
- Community Advisory meeting tomorrow
 - 08/25 will have a workshop planning commission and city council)
 - Comprehension plan to hopefully be done my next September
- Working on Olde Town update plan can access on their website

City Council Update (Rebecka Lovisone)

- Nominations were all approved last night for new board members
- Flowers were noticed, and flags - support in updating
- Events - future PRIDE events??
- Since April been doing meet and learns
 - This months is Parks and Water
 - Would love to do other opportunities within Olde Town that can be in the newsletter and promoted for an entire month
- Will not have a meeting in August they will be out supporting the community
- Last month had a workshop on ADA
 - Please reach out if you have any issues with areas that need to be more accessible
- Climate and sustainability was approved
 - Creating green events, businesses, etc.
 - Goal put together what it would look like to “go green”
Would be really great for our events to go green
- Communication has changed
 - People want it in multiple ways now
 - How can we work with influencers, etc.

Director’s Report (Jean Gordon)

BID Update

- Kami Welch leaving the chamber
- Ryan is also leaving the chamber - moving to Directory of Marketing for the State Chamber
- Summer Marketing Recap:
 - Olde Town invested \$3,500 to promote Olde Town as a must-see, must-visit summer visitor destination
 - Campaign Outcomes and Impact
 - The campaign ran for 6 weeks with a \$10k budget, focused on increasing awareness and engagement
 - Results included 602,898 ad impressions, 3,729 landing page views, and a 1.42x ROAS, generating an estimated \$14,200 in community spend (conservative estimate - p.15)
 - Target Audience and Strategy
 - Focused on four key audiences: Denver residents, families, travelers at DIA/I-70, and lookalike emails audiences (Visit Arvada)
 - Used Meta ads optimized for landing page views to promote the Summer Guide and drive visits

- Digital Engagement and Metrics
 - Achieved 12,825 ad clicks, 11,215 video views and nearly 200 prize sign-ups.
 - Website traffic increased 252% from the previous period with more new visitors and email subscribers
 - Key Takeaways
 - Digital ads with funding significantly amplifies the awareness, engagement and consideration of a location
 - This was a branding campaign; Olde Town and Arvada were introduced to thousands of potential new visitors
 - Investing in promoting a community like ours is beneficial for the businesses, the City (sales/lodging tax) and ultimately the residents of Arvada.
- Ongoing Projects
 - Direct Mail:
 - Will be featuring (5) - 4 EverYoung, EC, SS, Homefill, OT Nutrition (@\$350/each)
 - Timing late summer: Promote Shindig, Jackalope, ToT Street)
 - Olde Town Shindig:
 - Final event promotion complete by 7/24
 - Mural replacement:
 - AACC received more than 30 applications; they reviewed all at their July meeting last week
 - Community Bin Block project will start the week of 9/7 to be ready for the Olde Town Shindig - 9/12
 - Scott, Steven, Stephanie and I will attend the AACC August 20th meeting to select the artists
 - Once the Grandview artist is selected, we will figure out specifics for the Community Project (we will promote this opportunity in advance of the August 20 meeting; just need to dial it in with the selected artist)
 - Financial review of the last 12 months
 - Moving forward with Mile High Tax and Accounting - document turnover
 - Launching Joe Hengstler Legacy Committee
 - Goal: fundraise + launch execution by the end of the year
 - Meeting at 10am, July 25 - Visitors Center

City Update:

- Street Sealing

- Still working with New Image for 100% completion
- New Street Banners - John Kalista received them all in late June; 90% updated. Issues with stripped screws delaying the process
- Flooring on parklets still being discussed (Marmalade, M&M, SV)
- Ambassador Program - our partner was in OT last week to tour the District
- Downtown Development Authority feasibility study - *ONGOING*
 - Conversations starting about the next steps; who funds it?
 - City supportive and would like us to circle back to this - explore all options
 - Meeting with P.U.M.A (Jessica G) on July 29
 - *Progressive Urban Management Associates (P.U.M.A.) is recognized nationally for our team of experienced place management practitioners, planners, market researchers, and consensus builders. We're a one-stop shop for helping downtown, corridor, and neighborhood districts of all sizes tackle complex challenges through public engagement, strategic planning, actionable work plans, and financing tools.*

Placer Update:

- YTD for OT (through July 17, 2026)
 - Visitors, 343.5k (2026) v. 367.6k (2025) - down 4.1%
 - Second Saturdays - attendance
 - May 2025, 9.3k; 7.5k 2026
 - June 2025, 7.9k; 7.6k 2026
 - July 2025, 8.7k; 9.4k 2026
- Sarah Miley August 3 presentation to City; thanks to Sarah for all of her work!

Sales Tax Update:

	2026	Change	2025	Change
January	123,119	25.79%	97,877	-5.69%
February	143,888	6.15%	135,554	4.74%
March	155,592	-0.20%	155,906	5.41%
April	138,443	-4.08%	144,334	15.09%
May	140,075	-9.35%	154,525	-8.51%

June	158,831	-6.50%	169,873	11.32%
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YTD:

859,948	0.22%	858,069
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Director Priorities:

- Finish August strong - Final Second Saturdays/Whiskey Fest (PR coming)
- Get clear financial picture per budget category (2026, YTD)
- Confirmation of all Shindig event needs, create promotion plan
- Revamp of “Weekend Update” eblast with Stephanie and Katie - COMING
 - Create more of an OT voice; source content beyond what is submitted
- Continue regular Merchant blast distribution; encouraging emails to Katie to promote business news/events in the Weekend Update
- Looking ahead: fall, holiday - start planning now, secure holiday/rink sponsor. Execute a similar digital campaign for OT Holiday?
- Convening Meeting: OT/Visitor Center Boards, July 28. Discuss Interim Partnership, next steps. Initial 4-month agreement concludes in July.
- Kristin, Jean, and Steph met with new Jaycees - Rebecca and Heather
 - Two different organizations
 - Jaycees foundation
 - Jaycess organization - more youth focused (Junior Chamber of Commerce) - have 30 to 40 new members
 - More youth focused - job fairs, etc.
 - Have to be under the age of 40 to be on the organizations board
 - Also working with the foundation for events like Harvest Festival
 - They will start doing social media, attending/assisting in some of our events
 - Jaycess building is within the BID’s borders
 - Will ask Rebecca and Heather to come to next months meeting to discuss further

Placemaking Subcommittee (Steven Cohen)

- Working on murals
 - Have received over 30 applications have whittled down to four for each project
 - Will approve designs in August
 - How do we organize at the end of August for the Grandview
 - Arts and Culture are providing \$60,000.00 we will most likely only have to pay for sealing
- Maybe talk about also doing an event for painting electrical boxes
- Long term Olde Town plans include planting trees

- Next month we have on our city council meeting to have an Arvada banner similar to Golden
- Skating rink for holidays - we are working on lights for either above rink or all over the square
- Working on winterizing bus and some other things and then will start working on huts, rink, etc.

Events Subcommittee (Stephanie Paul)

- Last Second Saturday/Whiskey Fest on August 8th
 - Party bus with Excalibur
- Steph finalizing everything by Friday so that we can start promoting
- Jaycees hopefully doing zucchini races and haunted house
- Trick or Treat Street - we have 2 sponsors
 - Seeing if Quantum wants to be the bag sponsors again
 - Working on activations and making sure we have police presence
 - Closing down 57th
 - Debbie recommended having a sensory area for kiddos
- Next events meeting we will focus on Shindig and Holiday brain storm
- Once Farmers Market is done we will start working on holiday market
- Need to start discussing 2027 PRIDE activations
 - Need to discuss funding
- Excalibur and Scott are doing an ice cream event
 - In kind ice cream social event
 - Its and Excalibur event Scrumptious is just providing the location and ice cream
 - If other businesses would like to be added to the passport then reach out to Excalibur
- Kent with the TRN is doing a family golfing event in Aug.

Safety Subcommittee (Debbie Hansen)

- Community Bank "robbery" its was a double day for the police staff which gave more of a presence
 - Suspect did not have any weapon, just brass knuckles
 - Outside security was who contacted the police
 - Suspect was only able to get 5k
 - Was missing from a group home
 - Bank community, bank, and police are pressing charges

Marketing Subcommittee (Ally Skiba)

- Katie working on influencers
 - Marco Randazzo (Whiskey Fest) - <https://www.instagram.com/soldbymarco>
 - Maggie and Haleigh (Shindig) - <https://www.instagram.com/dnvrando>
 - Angelica Quintanilla (August Second Saturday and Teaser for Shindig) - <https://www.instagram.com/coloradomamalife>
 - Second Saturday booth
 - New updates
 - Did around \$700 in sales, we typically do around \$200

AURA Update (Sarah Miley via Email)

- Alley Undergrounding: Work is starting is progressing through 57th Ave and to the properties in the southern portion of the alley. Sturgeon is coordinating with affected businesses as they work their way south. There will be intermittent alley closures M-F 7 am to 5 pm. A reminder that there is a dumpster located at the NE corner of 57th & Yukon for everyone affected by the closures. Please also reach out if there are any staff parking concerns.
- Yukon Streetscape: We hope to get this project out for bid August/September with work starting shortly after bid award.
- 7611 Grandview: Just got back the results of the Environmental Assessment Ph 2 report. It's looking promising and we're hoping to get closure soon. Once we have a clear path with CDPHE, we'll put out another RFP requesting owner/operator proposals.

Other Businesses (Officer Voting)

- President - Scott and Debbie - both accept nominations
- VP - Loren, Kim, and Debbie - accepts nominations
- Secretary - Alyssa, and Dwayne - accepts nominations - Frank declines nomination
- Treasure - Kim, and Loren - Accept nominations

Committee Leads

- Events Chair - Scott - accepts nomination
- Marketing Chair - Dwayne - accepts nomination, Frank - declines nomination, Alyssa added her name
- Placemaking - Steve - accepts nomination
- Safety - Debbie, and Dwayne - accepts nominations

Public Comment:

- N/A

Other Public Comment:

Meeting adjourned at 12:34 pm