



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

Held: October 22, 2025 – 11:00 AM
Jehn Building

BID Board Members Present:

Kristin Chayer
Michael P Griffith
Allyson Skiba
Scott Spears
Kim Whitehead
Loren Naftz
Alyssa Rossi
Steven Cohen
Debbie Hansen

Absent (excused):

Absent:

Dwayne Cameron

Also in Attendance:

Stephanie Paul - Director of Marketing and Events
Sarah Miley - Arvada Economic Development Association (Interim Executive Director)
Debbie Pearson - Past Board Member, Member of the Public
Karen Cowling - Mission Arvada
Jessica Garner - City of Arvada
Rebecka Lovisone - City Council
Officer Paul Bennett and Officer Javier Alsono - Arvada Police

Call to order: 11:04 am

Disclosure of potential conflicts of interest: None

Public Comment/Other Business:

Karen Cowling - The Rising has helped 74 people to get into housing this year. They also now have 40 pairs of people for overnight shelters. They are also working with the city to find a new location for The Rising and Mission Arvada.

Approval of Minutes:

October 22, 2025 – 1st (Loren Naftz) 2nd (Ally Skiba) - Approved. Debbie Hansen - Abstained

Motion to approve the resignation of Michael Griffith as a board member and Placemaking Chair
1st (Scott Spears) 2nd (Kimberly Whitehead) -Approved.

President's Report (Kristin Chayer)

- Proclamation for Small Business Saturday was received by the BID and dedicated to Joe's memory
- Small Business Saturday will be on November 29, 2025
- Designated Drinking Zone resulted in media exposure and new people to Olde Town, had 80 media mentions and 4.8 million impressions. Continue to watch for impacts and help people understand boundaries
- Will be on Colorado & Company to talk about holiday shopping

Treasurer's Report (Loren Naftz)

- Bank accounts are on track

Motion to approve to allocate an extra \$1,000 to PR spending for 2026 - 1st (Loren Naftz) 2nd (Kristin Chayer) - Approved

Motion to approve the Treasurer's Report - 1st (Kim Whitehead) 2nd (Scott Spears) - Approved

CORE Team (Officer Paul Brunett and Officer Javier Alsono)

- Seeing an increase in calls for parks outside of Olde Town and away from Olde Town
- Home Depot has self-identified as victim for shopping cart theft, working on new coverage for CORE Team on carts in Olde Town.
- The library will be tentatively closed starting December 22, for their year-and-a-half half redesign.
- CORE Team will be going down to 3 officers from 4 officers, no full-day coverage on Sundays.

AEDA Update (Sarah Miley)

- Iza's last day as Executive Director is 12/23
- On the hiring committee for Denver Metro Small Business Development Center Director who will office out of Red Rocks
- Board completed strategic planning session
- Exterior Improvement Grant applications open January 5th through March 16th

City Staff Update (Jessica Garner)

- Having a discussion about an all-day City Planning session for Olde Town Arvada Improvements with Downtown Colorado INC on December 9.
- Comp Plan consultant to be approved by City Council in January

City Council Update (Rebecka Lovisone and Michael Griffith)

- Proclamation for Small Business Saturday
- Retreat for City Council in Fort Collins to meet with their staff and council on issues.
- Strategic plan meeting upcoming in March to make a plan on focus for the next two years.

Director's Report (Sarah Miley, Stephanie Paul, and Kristin Chayer)**BID Update**

- Olde Town Visioning with DCI and City staff on Tuesday, December 9th
- BID staff have been busy taking care of Holiday plans and events. Updates will be provided by the events and placemaking committee.
- Small Business Saturday Proclamation at City Council yesterday
- Visit Colorado Grant
 - Awarded \$20k grant from Visit Colorado to Create a Cultural Tourism Strategic Plan for Arvada.
 - The grant was a 4:1 match; \$1,250 investment from Visit Arvada and the BID plus \$2,500 investment by AEDA to get us to \$5k. Arvada Center provided the in-kind via grant writer.
 - This work will build a foundation for cultural tourism that highlights the city's creative identity, drives visitation and supports economic vibrancy; we will identify opportunities to strengthen connections between local artists, cultural assets and visitor experiences.

Maintenance

- Fall pressure washing is complete
- Leaf pickup has happened once, will schedule one more time
- Snow removal contract is signed

Designated Drinking Area

- More stickers have been distributed, and businesses will now print their own
- Adjusting some of the signage on Grant
- Posters coming soon

Staff Update

- Stephanie finished her Leadership Bootcamp on November 19

Placemaking Subcommittee (Michael P Griffith)

- Jose will pick up huts from Joe's rental property and help set up curling rink and skating rink next week.
- Fence around rink is already bolted down.
- Stephanie will decorate rink and Santa hut

Events Subcommittee (Scott Spears & Stephanie Paul)

- Sent list below to businesses
- Stephanie will order more elves if needed

Small Business Saturday Kick-Off/Olde Town Tree Lighting Date/Time: Saturday November 29 - 2:00pm-8:00pm

Event Overview - This year, we will be combining the two events into one with the goal of making the day more cohesive, attracting visitors to Olde Town, keeping them here longer, and highlighting Olde Town's small businesses.

- 2:00 p.m. Winter market in Olde Town Square opens
- 3:30 p.m. Soft road closure of 57th
- 4:00 p.m. Hard road closure of 57th (barricades). Bars run by Kiwanis, Cochino, and Talnua open.
- 5:00 p.m. March starting on Grandview Avenue proceeding on Olde Wadsworth into the Square featuring Guerilla Fanfare
 - Ask: If you are along the march route and have holiday lights, we ask that you keep your lights off and then turn them on as soon as the march hits your building.
- 6:05 p.m. Annual tree lighting, brief remarks from Mayor and BID, performance from bFlatirons at the OnTap parking lot.

Additional activations: Tuba players, fairy, Grinch, parking lot pop-ups

Business Ask - Do you have anything you would like us to help promote for the day (i.e. coupons, specials, a flier with product offerings)? We will have an info table set-up and can help promote! We will also be keeping 57th Ave open until 3:30 pm to keep traffic moving through town.

First Friday/Art Drop Arvada

Date/Time: Friday December 5th - 5:00pm-8:00pm

Event Overview - Our typical First Friday and Art Drop Arvada with a holiday twist!

Business Ask - If you are interested in participating in the First Friday, you will be responsible for the following:

- Give us any First Friday highlights or specials you will be having to be highlighted on social media, email blast, and website.

Saturdays with Santa & Winter Farmers Market

Dates/Time: Saturdays December 6th, 13th and 20th - 11:00am-3:00pm

Event Overview - Partnering with the Arvada Farmers Market, the Olde Town BID will be presenting Saturdays with Santa accompanied by an expanded winter market.

Visitors will have the chance to visit with Santa from 12-3pm in the Square. New this year - the market will extend down Grandview Ave. with the hopes of drawing visitors further into the District. Additionally, the BID will host ice skating and curling and continue to explore the addition of more activities/entertainment to attract more people to Grandview Ave.

Business Ask - Do you have anything you would like us to help promote for the day (i.e coupons, specials, a flier with product offerings)? We will have an info table set-up and can help promote.

Lagniappe/Cider & Eggnog Competition Date/Time: Monday December 8th - 5:00pm-8:00pm

Event Overview - Lagniappe and the Cider & Eggnog Competition are Olde Town holiday traditions! Participating retailers can participate in Lagniappe by having a small gift to hand out with purchase, while participating restaurants, cafes and bars participate in the Cider and Eggnog contest by providing samples. Tickets to participate in Cider and Eggnog will be available to the public for \$30. Additionally, this event will feature carriage rides, Arvada Fire's Annual Chili Cook Off and more.

Business Ask - Let us know if you will be participating in Lagniappe or the Eggnog and Cider competition. Olde Town BID will be reimbursing for Cider and Eggnog participating businesses.

**Night of Holiday Crafting and Making
Date/Time: Friday December 12th - 5:00pm-8:00pm**

Event Overview - Attendees will be invited to visit participating businesses to take part in a unique craft or activity. Businesses will be responsible for determining the cost of participating, the craft and/or activity, etc.

Business Ask - Let us know if you will be participating and what craft or making activity you'll be offering.

**Olde Town Cookie & Holiday Treat Tour
Date/Time: Sunday December 14th - 11:00am-3:00pm**

Event Overview - The Cookie & Holiday Treat Tour will allow participants to sample cookies and other holiday treats from participating businesses. Attendees will be able to walk the district and enjoy delicious holiday treats while hopefully also shopping - everyone wins! This year we will be handing out to-go boxes so participants can take any leftovers home. Tickets will be available to the public for \$15 a person.

Business Ask - Hand out samples of your favorite holiday treats to event participants. We encourage you to provide handmade treats and interact with the participants.

Olde Town Caroling Contest

Date/Time: Friday December 19th - 6:00pm-8:00pm

Event Overview - Amateur to professional - the BID will put a call out for all carolers to descend on Olde Town and show off their vocal skills! Carolers will be stationed around Olde Town and people will be encouraged to come to Olde Town to witness some epic caroling and holiday cheer!

Each caroling team will be judged by the attendees with prizes going to best carolers, best costumes/outfits, best holiday spirit.

Business Ask - Be open, be ready, be merry!

Other Activities and Promotions:

Olde Town Arvada Holiday Gift Guide

Event Overview - Online campaign featuring local gift recommendations. We hope to highlight a gift a day starting the week of November 23, just in time to celebrate Small Business Saturday, leading up to the New Year.

Business Ask - Let us know if you plan on participating and what gift(s) you would like to highlight. Include social media copy, photos, and anything else you would like to add. Please have these sent in by November 20 to start advertising. Please feel free to share and tag posts!

If you have any questions you can contact Stephanie directly at info@oldetownarvada.org or at 402-639-5835.

Olde Town Holiday Bingo November 28th - January 4th

Overview - The BID will once again be providing cards for Holiday Bingo in an effort to get visitors moving around the District and discovering new shops.

In addition to having the cards available in businesses, the BID is also exploring distributing these through direct mail, ensuring they get in the hands of people most likely to visit Olde Town, while allowing us to also highlight all of our other holiday happenings!

Business Ask - Be prepared to mark off bingo cards for customers. **Also, we are exploring giving opportunities to businesses to add a coupon or special to the direct mail piece and website. If you are interested in more info, please contact Stephanie 402-639-5835 or info@oldetownarvada.org**

Olde Town Elf Hunt November 28th - January 4th

Overview - The Olde Town Elf Hunt will be returning once again this year. The BID will be distributing elves throughout the District, encouraging families to explore Olde Town and find all of the elves.

Business Ask - This is a self-guided activity, so the only thing you need to do is ensure you and your staff are aware of your elf and where it is located within your business. Also, please do not throw away your elf as you decorate for the holidays, as we will reuse them for next year.

Olde Town Window Display Competition November 28th - January 4th

Overview - Throughout the holiday season, we'll be asking visitors to take photos of their favorite window displays and tag @oldetownarvadaco on social media. The visitor with the most liked and reshared photos will receive an Olde Town-branded prize!

Business Ask - Provide a photo-worthy window display if you'd like and help out your fans by liking and resharing posts.

Motion to approve \$3,600 for approval for Carriage Rides for Lagniappe 1st (Scott Spears) 2nd (Loren Naftz) - Approved

Safety Subcommittee (Debbie Hansen)

- New plan for skating rink equipment in the works
- Stephanie ordered and placed "smile you're on camera" signs for rink per advice from Commander Sheehan

Marketing Subcommittee (Ally Skiba)

- Finalized winter marketing with OutFront, confirmed with Chris has launched
- Working with Minuteman and Mike from Kaddie studios for a winter mailer and bingo to Arvada residents
- Getting DDZ posters for businesses for the holiday events to get more information about the DDZ to the public
- Holiday landing page is done and launched
- Currently doing a website audit to get everything updated
- Holiday organic event posts have been launched on all social media channels, website, Arvada Visitor Center Website, and Visit Denver
- PAO Denver Collab for Tree Lighting and for

AURA Update

- No Update

Public Comment:

- None

Other Public Comment:

Meeting adjourned at 12:26

Executive session commenced at 12:26 p.m.