



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

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

BID Board Members Present:

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

Absent (excused):

Absent:

Also in Attendance:

Stephanie Paul - Director of Marketing and Events
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
Commander Kelly Shennan - Arvada Police
Rebecka Lovisone - City Council
Dominic Vessa - City of Arvada - Deputy Director of Infrastructure Operations
Lauren Simpson - City of Arvada Mayor

Call to order: 11:02 am

Disclosure of potential conflicts of interest: None

Public Comment/Other Business:

Karen Cowling via Email - Mission Arvada Update

We had nasty graffiti on our porch and sidewalk that faces 57th street over the weekend. Core team has said the city streets department may be helping with this but I'm not sure when. We have a meeting set up for Thursday this week with city managers and Aura to discuss a property of interest for a relocation.

Approval of Minutes:

March 25, 2025 – 1st (Debbie Hansen) 2nd (Steven Cohen) - Approved Scott Spears - Abstained

President's Report (Kristin Chayer)

- Jean Gordon has started with the Interim Executive Director as of April 1, 2026.

Treasurer's Report (Loren Naftz)

- Account Balances, Savings, and Net Income of Olde Town are shown on the Profit and Loss report and Balanced Sheets
- Will be working on a quick audit on Quickbooks to make sure invoices are reconciled.

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

CORE Team (Commander Kelly Shennan)

- Received a grant via the Arvada Police Foundation to get a therapy dog. The dog will be assigned an SRO in a local Arvada School.
- The Police Memorial Garden from the Arvada Police Foundation is under construction across from City Hall.
- Saw an increase of dumpster fires, including three dumpster fires in one day south of Olde Town. Did catch the suspect, due to the suspect being a repeat offender they are facing arson felony charges.
- Noticing an uptick in theft in stores within Olde Town. Make sure to report to APD via phone call or online reporting.

AEDA Update (Sarah Miley)

- AEDA has rewarded 10 external improvement grants.
- Looking at reopening Safety grant as a pilot program.
- Stop the Bleed Class at the Elks on May 6 from 1:00pm - 3:00pm
- Working with new building owners that are coming to Olde Town to ensure they are getting all the correct permit information.

City Staff Update (Jessica Garner)

- Starting to look at a timeline about Street Improvement for Surface Treatment in the Pedestrian Mall in the last May.
- Meeting with Business Owners that are North of 57th Ave and Olde Wadsworth to see if they want the pavers removed.
- The City received two proposals for the Ambassador Program, which will be reviewed in early May to be able to move forward with hopefully signing a contract with one of them.

City Council Update (Rebecka Lovisone)

- The Municipal Court representatives had their annual presentation to the City Council to see annual data with the One Small Step program. The court system has seen positive impacts from city programs.
- City of Arvada is in Drought Stage 1
- Rebecka will be meeting with Scott and Jean for a visual walk through of the Olde Town reinvestment plan.
- Rebecka is wanting to increase meeting with business owners that are located in District 3
- Rebecka is starting a Meet & Learn Monthly Series with residents and city personnel.

Director's Report (Jean Gordon)

BID Update

- Interviews conducted for PT admin position
 - Jean and Stephanie would like to extend an offer to Katie Aprin @\$20 - \$22/hour.
 - Katie is energetic, pleasant and motivated to help Olde Town succeed. She has the social media and event planning skills needed.
 - She also works with Alyssa at Adi Luna and supports a couple of other organizations with their social media. She is committed to this PT role (not doing it as a stop gap - it seems to fit perfectly into her long-term schedule, which is important).

Motion to approve to offer Katie the position starting at \$22/an hour 1st (Scott Spears)
2nd (Kristin Chayer)

City Update:

- The timing for street resealing (disruption to parklets/patios) is still TBD
 - The City/OT meeting last week was positive and we felt they heard our concerns about the timing and critical need to not disrupt a 2nd Saturdays with construction for this project.
 - The City also seems motivated (financial assistance) to potentially assist with replacing the murals once the streets are completed
 - Depending on the September event focus (will it have a mural component?), keep the door open with the City for support here.
 - Ambassador program update:
 - Jean will be reviewing proposals with the City team. They received two proposals - Block by Block and Gen 1. Individual evaluation due by May 1 and reviewing with the team in early May.

Placer Update:

- YTD for OT:
 - Visitors, 293.9k (2026) v. 300.9k (2025) - down 2.3%
 - Average dwell time, up 5 minutes this year (88 minutes vs. 83 minutes)
 - St. Patrick's Day, foot traffic down - 14.5k (2026) vs. 18k (2025)
- Placer renewal is this summer; we have heard from Placer that the annual cost will be increasing significantly, we don't have the exact amount yet. The five partners will need to discuss renewal and/or potentially looking at another dashboard if costs are too high. Sarah with AEDA coordinating this piece as it might need to go out for RFP (from City-side) with the increase.

Business Update:

- NTI has reached out to Jean/Stephanie – working to schedule a meeting (TeeLee Floral and Events). They are hoping to move-in this week, a soft opening in early May and a grand opening in July.
- Last week, Carrie Briscoe notified us that Post Oak BBQ will not be coming to OT. The Burd's Nest will remain there for now and Judi is looking for assistance in booking fun/unique pop-ups in the front of her space.
 - All ideas/suggestions are welcome
 - I suggested that Judi might need some help in outreach for this piece and recommended a contractor for assistance. Carrie said AURA might be willing to help offset costs if she can't cover them; AURA showing support.

Director Priorities:

- Assist/support Stephanie with day-to-day needs + Committee follow-ups/needs
- Execution of Summer Marketing Campaign
- Summer Sponsor - try and secure Second Saturday sponsor
- Merchant Communications - Jean to connect with all merchants + commit to regular eblast schedule to keep all in-the-know
- Looking ahead: fall, holiday - start planning now, secure holiday sponsor

Placemaking Subcommittee (Steven Cohen)

- No Update

Events Subcommittee (Stephanie Paul & Scott Spears)

- Harvest Festival Update
- Second Saturdays start in a couple of weeks and this year we will be doing themes along with each event:
 - May 9 - Heroes v Villains

- June 13 - Beach
- July 11 - Battle of the Decades
- August 8 - Country
- The BID will be hosting a family friendly and forward event on Saturday, September 12, continuing to work out details through Events Committee
- Yoga in the Park will begin the first Saturday of June and go through the end of August this year. They will be hosted by Gray Yoga again.
- Finalizing a Guideline Sheet for Hosting Events in Olde Town.

Safety Subcommittee (Debbie Hansen)

- No Update

Marketing Subcommittee (Stephanie Paul & Jean Gordon)

- Summer Campaign:
 - Partnering with Visit Arvada Summer Meta Campaign with Olde Town's own landing page.
 - Get clarification on the annual budget and will be an email vote.

AURA Update (Lauren Simpson)

- Currently all Urban Renewal projects are up for renewal. AURA is starting to renewal projects in 2026 - 2027
- There are currently positive signs pointing to relocating Mission Arvada.

Public Comment:

- None

Other Public Comment:

Meeting adjourned at 12:33 pm