



ADA/BID Board Joint Meeting Minutes

January 20, 2022 @ 12:00 PM at The Workshop

Present: Shelley, Olaf, Patricia, Heath, Spencer

Absent: Scott, Lindsey, Kelli, Victoria, Kyle

Guests: Gail Ochs, Clint Rux

I. Welcome/Call to Order

- a. President Spencer called the meeting to order.

II. Approval of Minutes

- a. Shelley presented the November minutes as drafted by Kelli.
- b. **Motion by Heath "To accept the November minutes as presented", seconded by Olaf. With no further discussion, President Spencer called for a vote, all present voted "Aye". Motion carried.**

III. Financial Review

- a. **Motion by Heath "To accept the ADA's November and December Financials as presented", second by Patricia. With no further discussion, President Spencer called for a vote, all present voted "Aye". Motion carried.**

IV. Marketing & Events Committee

- a. Retailers Collaboration January event – good turnout, will roll out to happen monthly with the goal of taking smaller events off the ADA's plate
- b. No changes to 2021 pricing with The Marketing and managing beverages, will alter payment structure to one per concert

V. Economic Development Committee

- a. RLF – finalized documents, ADA to seed with \$25K, Kelli to put together a PR, already some interest

VI. Executive Report

- a. Shelley presented 2022 budget
- b. Membership – need to gameplan business of one person, consider revamping pricing with tiers for others
- c. Streetscape – Shane working to use up the remaining BID funds to improve the streetscape elements

VII. Adjournment

- a. President Spencer declared the BID and ADA boards adjourned at 1:12 PM.