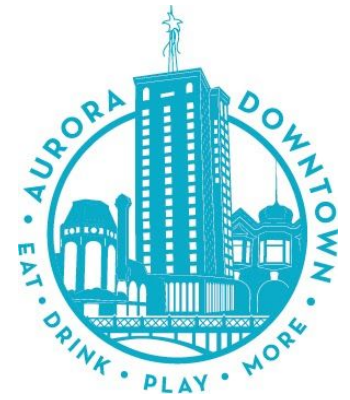


MINUTES

BOARD MEETING



Date: April 16, 2020
Facilitator: Kim Granholm

Time: 8 to 9:30 AM
Location: Virtual Meeting

1) Call to Order and Introductions 8:05 a.m.

2) Conflict of Interest
None

Members: Please disclose any existing conflicts of interest with the items on the agenda.

3) Approval of Minutes

March 19, 2020 Meeting Minutes

Jason Sunderland motioned to approve the minutes;
Gina Salamone seconded; Motion passed.

March 26, 2020 Special Meeting Minutes

Cort Carlson motioned to approve the minutes;
Jon Monsma seconded; Motion passed.

Chair: Kim Granholm

Action Requested: Approval

4) 2020 Goals

Kim Granholm provided an update of the major goals identified at the January 2020 Board Orientation Meeting. She indicated that due to COVID-19 shutdowns, the board should meet monthly in place of the Morning Mixers which have been put on hold.

- a. *FOIA*: Gina is contacting our attorney for clarity on whether Aurora Downtown is subject to FOIA or not. Marissa will be contacting non-profit organizations similar to Aurora Downtown to see how they're considered. Kim will provide an update to the board with all information at the May meeting so all can review. A vote will take place at the June meeting.
- b. *Agreement with the City of Aurora*: Once it's determined if we're subject to FOIA, we can proceed with this agreement. A vote will be scheduled for the July meeting.
- c. *By-Laws*: Since this is a time-intensive project, a special committee will be formed to review the by-laws. Kim has reached out to several board members and is seeking a chair for this committee. Jon Monsma, Gina Salamone,

Karen Christiansen, Jessica Linder Gallo, and Jason Sunderland expressed interest in the committee. We would like to have the new by-laws drafted by Fall 2020 so they can be approved in time for the January 2021 board meeting.

- d. *Strategic Plan/Executive Director*: We will wait until the above items are determined before beginning this process.

5) **Staff review and pay update**

This item was tabled until the end of the meeting so it could be held in closed session.

6) **Treasurer's Report**

Finance: Roger Schnorr (excused)
Action Requested: None

7) **Standing Committees Report**

Cort thanked Marissa for her efforts communicating information to businesses on behalf of Aurora Downtown. The Marketing committee will be reviewing items such as social media messaging, online resources, and web banners as we transition to virtual First Fridays and other adjustments during the shutdown.

Governance: Tony Hunsberger (absent)

Marketing: Cort Carlson

8) **Special Committees Report**

Brian indicated that follow-up letters have been sent to all BAR small business grant applicants. Additional information was needed to make a decision. Once this is received, it will be reviewed by the committee. Grant recipients will be notified shortly thereafter. A new Aurora Downtown COVID-19 Response Fund has been developed by the Business Attraction & Retention Committee. This will allow businesses located in SSA One to apply for a grant up to a maximum of \$500. The committee requests a vote to disburse a total of \$10,000 for this grant. Additional details about the grant will be announced to the public on April 19th with a deadline of April 26th. The application will be available in both English and Spanish.

Business Attraction and Retention: Brian Failing

Events: Jason Sunderland

Streetscape: Gina Salamone

Jason mentioned that many events are uncertain due to the current situation. He's hoping the shutdown will end soon so events can move forward. The Food Truck Festival has been rescheduled for October 2020. Egg Hunt on the Island was cancelled. Plastic eggs and candy purchased for the event were donated to a local

food pantry. The Easter Bunny and Carrot (Gina Salamone and Rebecca Axtell) also made an appearance in costume at the food pantry.

Gina said Josh Schultz is starting to prep for the mural on the back of Tortas Guadalajara. Plants have already been purchased and will need to be planted next month. She will determine how we can proceed with the planting and still maintain social distancing requirements. Marissa will send an invitation for volunteer sign-up. Gina will be ordering new holiday lights for New York Street. These will have newer, brighter, LED lights to replace the current ones.

9) BAR Committee emergency grants vote

Jason Sunderland motioned to approve \$10,000 to be used for the establishment of this grant; Shannon Cameron seconded; Motion passed.

10) Manager's Report

Marissa Amoni

Marissa Amoni mentioned she is currently promoting the various campaigns, incentives, gift card promotions and working with restaurants and businesses on their reopening. Aurora Downtown purchased signs for businesses offering curbside carryout. The first Virtual First Friday was a success. She explained the new liquor license changes that were approved by the City Council. Aurora Downtown is also collaborating with Relief Coalition to promote downtown businesses during their fundraiser.

11) City Updates

Chuck Nelson provided an update on how the City of Aurora is responding to businesses as a result of COVID-19. The city is allowing businesses to offer curbside carry-out and restaurants can sell packaged liquor with carry-out orders to increase revenue. He also elaborated on the recent changes to the city's liquor license categories. Chuck explained the SSA funding and distribution and he did not foresee any changes for Aurora Downtown.

12) Public Comment

Birnie Harper from Wayside Cross indicated most of their staff has been able to work remotely and everyone is doing well. Marissa suggested hosting a Small Business Forum with the City of Aurora. Maria Lindsey said she would bring this up to Mayor Irvin and Clayton Muhammad.

13) Upcoming Meetings

See website calendar. Next board meeting: May 21 at 8 a.m. location TBD

Adjournment 9:16 a.m.

Board Members Absent:

Emily Beaupre

Bart Grometer

Roger Schnorr (Excused)