

Durango Business Improvement District Monthly Board of Directors Meeting

IN PERSON at 850 ½ Main Ave Suite 2

April 9, 2024

8:30 to 10 am

Durango Business Improvement District Board Meeting Agenda

1. Call to Order – Carly Thomson
2. Roll Call – Tim Walsworth
3. Guests/Public Comment – Carly Thomson
4. Declare Conflicts of Interest – Carly Thomson
5. New Business/Old Business – Carly Thomson
6. Approval of Minutes
 - 6.1. Approval of March 12, 2024 Meeting Minutes – Carly Thomson
7. Board and Staff Reports
 - 7.1. Board Chair Report – Carly Thomson
 - 7.2. Treasurer Report – Geoff Overington
 - 7.2.1. February 2024 Financial Statements
 - 7.3. Marketing, Communications and Events Report – Tanya Clegg
 - 7.4. Visitor Information and Beautification Report – Tanya Clegg and Tim Walsworth
 - 7.5. Executive Director Report – Tim Walsworth
8. Adjournment

Future meeting dates and topics:

- May 14 – Spring Rewards results, board member recruitment, 1st Q website and social media stats
- June 11 – first discussion of 2025 budget
- July 9 – 1st draft of 2025 budget, welcome new board members, Executive Director 2nd Q performance goal report, 2nd Q e-news, website and social media stats
- August 13 – 2nd draft of 2025 budget
- September 10 – approve 2025 budget for submission to City of Durango
- October 8 – Executive Director 3rd Q performance goal report, 3rd Q e-news, website and social media stats
- November 12 –
- December 10 – year-end resolutions including final approval of 2025 budget, Executive Director 4th Q performance goal report

Durango Business Improvement District (BID)

Board of Directors Meeting Minutes

BID Office - 850 ½ Main Ave, Suite 2

March 12, 2024

8:30 am

Call to Order

Carly called the meeting to order at 8:40 am.

Roll Call

- Answering the roll call were Carly Thomson, Geoff Overington and Monica Broderick. Ashley Gonnella and James Allred were absent.
- Staff attending were: Executive Director Tim Walsworth and Director of Marketing and Communications Tanya Clegg.
- No guests were present when the meeting started, but Tommy Crosby from the City of Durango joined at about 9:15 am.

Conflict of Interest

No conflicts were noted.

New Business/Old Business

Tim brought up one item under new business about BID's bank accounts. The signers on all three of BID bank accounts need to be updated. Staff also want to ask the board to allow a second debit card to be obtained in Tanya's name. The board discussed how to add checks and balances on debit card use, and decided to add the following monthly procedures for BID's treasurer, staff and bookkeeper:

- The monthly financial statements will be sent directly to BID's treasurer and to BID's executive director.
- A copy of the monthly bank statement will be emailed to the treasurer.
- The bookkeeper will be empowered to contact the treasurer directly if she observes any suspicious transactions.

With those new procedures in place, Geoff made a motion to update the signers on BID's bank accounts at TBK Bank, Bank of Colorado and First Southwest Bank by removing James Allred, Erica Curlee and Parker Hartley, keeping Tim Walsworth, and adding Carly Thomson, Geoff Overington and Tanya Clegg. In addition, the board authorizes the BID staff to add a second debit card to its TBK Bank account in Tanya Clegg's name. Monica seconded the motion and it passed unanimously (3 – 0).

Minutes

Monica moved to approve the February 13, 2024 meeting minutes. Geoff seconded the motion and it passed with all in favor (3 – 0).

Board Chair Report

Carly discussed board member recruitment to replace Ashley and James on the board. Staff provided a handout with 12 business owners as potential new board members. The board added two managers from prominent hotels. Tim was instructed to begin discussions with six people on the handout and to report back to the board at its April meeting on each person's level of interest in serving on the BID board.

The City is hosting a public meeting on March 14 to provide an update on the Downtown's Next Step project and to present 30% design drawings. All board members are encouraged to attend. Tim asked the board about BID issuing a survey soon to BID businesses to gain more input on how businesses are reacting to the current plans. Tim also let the board know he has received emails from BID business owners that are supportive of the project. He will forward those to the BID board soon.

Treasurer's Report

Geoff discussed the January 2024 financial statements. From the balance sheet, total assets are down by 11% compared to one year ago. Reserves fund totals are nearly \$98,000, and the balance in the election fund can be fully moved to special projects once the recent payments from that fund have been transferred to BID's TBK Bank account. Geoff made a motion to move all funds remaining in the election fund to special projects. Moncia seconded the motion and it passed unanimously (3 – 0).

The profit and loss statement shows that income is 107% of the January budget, and expenses are 102% of budget.

BID has contracted with a new bookkeeper, Elise Savastano, to replace retiring Deb Morgan. BID has filed its annual budget report with DOLA. That report shows that BID has unrestricted cash in its operating account that it can consider moving to reserves. BID staff are investigating changing its Bank of Colorado savings account to a money market account to earn better interest.

Monica moved to accept the January 2024 financial statements. Geoff seconded the motion and it passed with all in favor (3 – 0).

Marketing, Communications and Events Report

Marketing

Tanya provided an update on BID's Spring Rewards Program, which starts April 1. Tanya has also updated many pages on BID's website and has focused on adding service businesses to the business directory. She is also exploring several new advertising opportunities to promote BID's microsite for visitors, HeartOfDurango.com. Tim will discuss two of these in his executive director report.

Communications

A draft of the 2023 annual report was presented and the board was asked for feedback. BID's most recent Coffee & Conversation was held Friday March 8 and included a presentation about the Downtown's Next Step project. The first quarterly communication to BID businesses has been sent and included information on the 2024 Spring Rewards Program and several other BID programs. The open rate is an impressive 65%. Tanya described a vision for a Durango 101 Concierge training for front desk

employees at hotels and for retail business staff that is designed to help them respond to commonly asked questions.

Events

Dates for BID's four annual events are:

- San Juan Brewfest – Friday August 23 and Saturday August 24
- Downtown Balloon Glow – Friday October 18 and Saturday October 19
- Downtown Children's Halloween – Thursday October 31
- Singing with Santa – Friday November 29

Tanya has secured sponsorships for Halloween and Singing with Santa in February and March. The San Juan Brewfest has secured \$11,000 in sponsorships, with a goal of \$20,000.

Visitor Information and Beautification Report

Tanya has commitments from seven former Ambassadors to return in 2024. The recruitment process to round out the team will begin in March.

The door counts for the Durango Welcome Center (DWC) were provided through February. 3,106 people have entered the DWC, which is a 47% increase over January and February 2023.

The board was asked if it wanted to invest more funds to help businesses with tree replacement costs. The board declined to do this at the current time. The City has reported that they do not yet have a vendor for the summer flower barrels and must secure that before determining if additional flower barrels can be added for this season.

Executive Director Report

Tim reported on 9 City of Durango public meetings that he monitored since the board last met in February. He gave a summary of sales tax collections in 2023 compared to 2022, which showed that the Central Business District's collections increased by 17%. North Durango increased by 14%. Across the entire City, the following categories experience double digit increases:

- Hotel & Motel – 15.5%
- Grocery & Drug – 13.9%
- Restaurants & Taverns – 1.3%
- Department Stores – 12.2%
- Hardware & Lumber 10%

Tim reminded the board of his continued work on the DCI Conference and the STEER Committee. He updated the board on two advocacy issues – liquor stores who are concerned about grocery stores working to obtain the ability to sell spirits and a City ordinance that would have allowed Durango Police to have approval power over events occurring at the Fairgrounds. Tim provided his 2024 performance goals and will report quarterly on his progress.

Tim asked the board to consider funding several new programs and projects that the staff has explored after BID's 2024 budget was approved. The programs/projects and the board's decisions were:

Program/Project	Max Cost	Approved/Denied
HeartOfDurango.com ad in All Aboard magazine	\$1,500	Approved
HeartOfDurango.com ad at Airport	\$4,500 to \$9,600	Denied
Durango 101 Concierge Training	\$1,500	Approved
Semi-annual meetings by business sector	\$1,200 to \$1,800	Approved
Wall-mounted monitor in conference room	\$700 plus installation	Approved

Geoff made a motion to approve up to \$5,500 from BID's reserves special projects fund for the approved projects. Monica seconded the motion and it passed unanimously (3 – 0).

The meeting was adjourned at 10:17 am.

Board Chair Report – Carly Thomson
March 12, 2024 BID Board Meeting

BID Board Member Recruitment

Two new board members will need to be recruited to apply to the City of Durango for three-year terms starting June 1, 2024. Tim will provide a report at the meeting on the interest level from six potential candidates.

BID GRID 2024-2025

Name/Term Ends May 31, year	3 of 5 Residents of the City	2 of 5 Retail Sales Tax License	2 of 5 BID Property Owner or Lessee
Geoff Overington 2025	X		X
Monica Broderick 2025	X	X	X
Carly Thompson 2026		X	X
???			
???			

Downtown’s Next Step

The board will discuss how BID businesses are reacting to the 30% design drawings presented at BID’s Coffee & Conversation meeting in March as well as at the City’s public meeting. Staff will provide a white paper on this project at the board meeting for the board’s consideration.

BID Board Treasurer Report for April 9, 2024 Meeting

February 2024 Financial Statements

Balance Sheet

- Total assets are 13% less, or \$28,600, than February 2023. This is primarily due to:
 - \$21,600 less in BID's operating account at TBK Bank
 - \$3,800 less in BID's reserves election fund at Bank of Colorado
 - \$3,500 less in BID's reserves special projects fund at Bank of Colorado
- Total liabilities are \$851 compared to just \$130 one year ago.
- Net Income is -\$28,250 compared to -\$21,900 in January 2023.
- Total equity is 13% less than one year ago.
- Reserves account balances
 - Operating - \$45,000, held at 1st Southwest Bank in a CD; same as one year ago.
 - Election - \$19,975, held at Bank of Colorado in a savings account; \$3,800 less than one year ago.
 - Special Projects - \$31,439, held at Bank of Colorado in a savings account; \$3,500 less than last year.
 - Interest on CD at 1st Southwest Bank- \$1,540
 - Interest on Bank of Colorado account - \$60
 - TOTAL - \$98,014. Reserves total one year ago was \$103,951. Decrease of 6%.

Profit and Loss Statement

Income

- 81% of year-to-date budget
 - Mill levy - 107% of year-to-date budget
 - Events - \$0, budgeted \$5,000 through February but funds not deposited until March
 - Rewards Program - \$0 budgeted through February
 - Ambassador Program - \$0 budgeted through February
 - Other income – 182% of year-to-date budget, \$327 received vs. \$180 budgeted

Expenses

- 103% of year-to-date budget
 - Personnel and Related – 100% of year-to-date budget
 - Administration and Operations – 107% of year-to-date budget
 - Added new Quickbooks Online monthly fee of \$45 that was not in budget. Constant Contact semi-annual fee paid in February but budgeted in April. Meeting expense \$70 over budget and payroll dept fees \$250 over budget.
 - Events – 35% of year-to-date budget
 - Marketing and Communications – 137% of year-to-date budget.
 - Website development will be over budget all year due to this monthly fee increasing by \$50 a month with the addition of the SingingWithSanta.org website. Snowdown ballon glow expenses (\$375) not included in budget.
 - Visitor Information and Beautification – 120% of year-to-date budget.
 - The Ambassador Program had a payroll expense (\$455) from work done in December that was paid in January and was not included in the budget.

Other Expenses from Reserves

- \$1,132 was paid to County Clerk for election services
- \$175 was paid to a handyman for Durango Welcome Center display window work
- \$1,307 total will be moved from reserves to operating account

Final Net Income

- Year-to-date budget is -\$21,922 and actual is -\$28,256, which is a difference of \$6,334

Durango Business Improvement District

Balance Sheet Prev Year Comparison

As of February 29, 2024

	TOTAL			
	AS OF FEB 29, 2024	AS OF FEB 28, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1000 TBK Bank	95,942.27	117,555.26	-21,612.99	-18.39 %
1009 Petty Cash	100.00	200.00	-100.00	-50.00 %
1010 Bank of CO-Reserves Acct.	59.89	30.63	29.26	95.53 %
1012 Election Reserves	19,975.00	23,788.00	-3,813.00	-16.03 %
1013 Special Projects Reserves	31,439.12	34,897.51	-3,458.39	-9.91 %
Total 1010 Bank of CO-Reserves Acct.	51,474.01	58,716.14	-7,242.13	-12.33 %
Total Bank Accounts	\$147,516.28	\$176,471.40	\$ -28,955.12	-16.41 %
Other Current Assets				
1250 First SW Bank CD	1,539.72	234.30	1,305.42	557.16 %
1251 CD Operating Reserves	45,000.00	45,000.00	0.00	0.00 %
Total 1250 First SW Bank CD	46,539.72	45,234.30	1,305.42	2.89 %
Total Other Current Assets	\$46,539.72	\$45,234.30	\$1,305.42	2.89 %
Total Current Assets	\$194,056.00	\$221,705.70	\$ -27,649.70	-12.47 %
Fixed Assets				
1200 Capital Equipment	6,456.40	6,456.40	0.00	0.00 %
1201 Accumulated Depreciation	-6,456.38	-5,534.04	-922.34	-16.67 %
Total Fixed Assets	\$0.02	\$922.36	\$ -922.34	-100.00 %
Other Assets				
1700 Deposits Held	500.00	500.00	0.00	0.00 %
Total Other Assets	\$500.00	\$500.00	\$0.00	0.00 %
TOTAL ASSETS	\$194,556.02	\$223,128.06	\$ -28,572.04	-12.81 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	850.85	130.00	720.85	554.50 %
Total Accounts Payable	\$850.85	\$130.00	\$720.85	554.50 %
Other Current Liabilities				
2140 CO Secure Savin	96.88	0.00	96.88	
Total Other Current Liabilities	\$96.88	\$0.00	\$96.88	0.00%
Total Current Liabilities	\$947.73	\$130.00	\$817.73	629.02 %
Total Liabilities	\$947.73	\$130.00	\$817.73	629.02 %
Equity				
3100 Retained Earnings	221,864.13	244,877.85	-23,013.72	-9.40 %
Net Income	-28,255.84	-21,879.79	-6,376.05	-29.14 %
Total Equity	\$193,608.29	\$222,998.06	\$ -29,389.77	-13.18 %
TOTAL LIABILITIES AND EQUITY	\$194,556.02	\$223,128.06	\$ -28,572.04	-12.81 %

Durango Conference Center Business Improvement District

January - February, 2024

Budget vs. Actuals: Budget FY24 - FY24 P

	Feb Actual	Feb Budget	YTD Actual	YTD Budget	Annual Budget	% YTD Budget
Income						
4000 Mill-Levy Income	13,806.42	12,800.00	16,100.39	15,000.00	295,000.00	107%
4050 Event Income			0.00	0.00		
4051 San Juan Brewfest		0.00	0.00	0.00	8,000.00	
4054 Singing with Santa		3,500.00	0.00	3,500.00	3,500.00	0%
4059 Children's Halloween Income		1,500.00	0.00	1,500.00	1,500.00	0%
Total 4050 Event Income	\$ 0.00	\$ 5,000.00	\$ 0.00	\$ 5,000.00	\$ 13,000.00	0%
4058 Rewards Program Income		0.00	0.00	0.00	15,000.00	
4080 Ambassador Program Income		0.00	0.00	0.00	5,000.00	
4099 Other Income	172.78	90.00	326.99	180.00	1,000.00	182%
Total Income	\$ 13,979.20	\$ 17,890.00	\$ 16,427.38	\$ 20,180.00	\$ 329,000.00	81%
Expenses						
Total 701 PERSONNEL & RELATED	\$ 15,451.05	\$ 15,275.00	\$ 30,674.06	\$ 30,600.00	\$ 182,700.00	100%
Total 702/3 ADMINISTRATION & OPERATIONS	\$ 3,191.63	\$ 2,417.03	\$ 7,895.58	\$ 7,346.27	\$ 35,687.00	107%
Total 704 EVENTS.	\$ 0.00	\$ 0.00	\$ 173.35	\$ 500.00	\$ 10,500.00	35%
Total 705/6 MARKETING & COMMUNICATIONS	\$ 479.45	\$ 425.00	\$ 1,936.85	\$ 1,410.00	\$ 55,300.00	137%
Total 707 VISITOR INFO & BEAUTIFICATION	\$ 1,118.71	\$ 1,123.00	\$ 2,696.21	\$ 2,246.00	\$ 41,331.00	120%
Total Expenses	\$ 20,240.84	\$ 19,240.03	\$ 43,376.05	\$ 42,102.27	\$ 325,518.00	103%
Net Operating Income	-\$ 6,261.64	-\$ 1,350.03	-\$ 26,948.67	-\$ 21,922.27	\$ 3,482.00	123%
Other Expenses					\$ 3,482.00	
9100 Non-Budgeted fm Reserves			1,307.17	0.00		
Total Other Expenses	\$ 0.00	\$ 0.00	\$ 1,307.17	\$ 0.00		
Net Other Income	\$ 0.00	\$ 0.00	-\$ 1,307.17	\$ 0.00		

Durango Conference Center Business Improvement District
Budget vs. Actuals: Budget FY24 - FY24 P

January - February, 2024

Net Income	-\$ 6,261.64	-\$ 1,350.03	-\$ 28,255.84	-\$ 21,922.27					129%
Wednesday, Mar 13, 2024 03:02:17 PM GMT-7 - Accrual Basis									

Marketing, Communications and Events Report – Tanya Clegg

April 9, 2024 BID Board Meeting

MARKETING

Spring Rewards Program

- Alpine Bank agreed to be the presenting sponsor for both the Spring and Holiday Reward Programs. Urban Market and Durango Chamber of Commerce are also sponsors for Spring.
- Starts April 1, economic impact goal - \$100,000 to \$130,000
- Spending levels and rewards amounts
 - Spend \$250, \$25 reward, 70 available
 - Spend \$400, \$50 reward, 180 available

North Main District website

Tim and Tanya met with BID's website designers to begin discussions of a North Main District website.

Advertising

New advertising for 2024 featuring HeartOfDurango.com logo and messaging

- Durango Discovery Map
- Sandwich board sign outside office during summer
- True Western Roundup
- All Aboard Magazine

COMMUNICATIONS

2023 Annual Report

The 2023 annual report is included in this section of the packet. It will be the main topic at the April 12 Coffee & Conversation meeting.

BID business communications

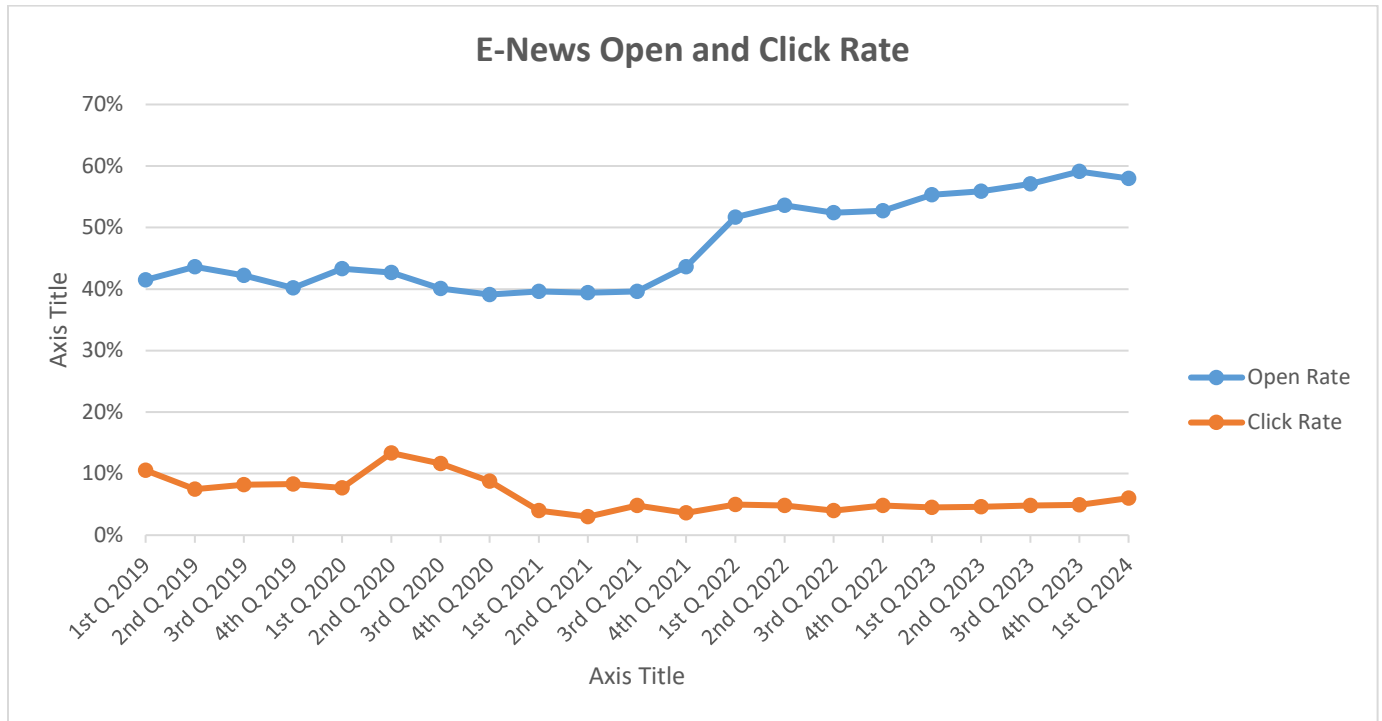
- BID Coffee & Conversation Meeting will be held on Friday April 12.
- The first quarterly communication for BID businesses was sent on March 5. It has a 66% open rate and a 12% click rate.
- Semi-annual meetings by business sector
 - BID will hold two meetings per year for the five business sectors it works for (retail, food and beverage, accommodations, professional services and personal services).
 - BID will also use these meetings to remind businesses within a sector of its programs that fit well for that sector, and to learn what other programs might be needed.
 - This will be very similar to the section of the BID board retreat that businesses attended.

BID customer communications

The first quarterly communication to individuals who earned a reward in BID's Rewards Programs was sent on March 12 to 1,310 unique email addresses. This communication has a 74% open rate, and a 9% click rate. It included information about BID's 2024 Spring Rewards Program, events occurring this Spring and Ambassador program recruitment.

BID E-news 1st Q stats

BID has sent 13 weekly e-newsletters since the beginning of the year to average of 1,800 subscribers. The average open rate for the 1st Q 2024 is 58%, and the average click rate is 6%. Below is a chart to show these two key metrics over time.



** BID hired a new communications consultant in 1st Q 2022.

EVENTS

- San Juan Brewfest – Friday August 23 and Saturday August 24
 - Sponsorship goal \$20,000 - \$13,500 received.
 - Ticket sales goal 2,000, 123 sold
 - Breweries – 36 commitments
 - Marketing – ramps up in May
- Downtown Balloon Glow – Friday October 18 and Saturday October 19
- Downtown Children’s Halloween – Thursday October 31
 - Sponsorship secured from TBK Bank.
- Singing With Santa – Black Friday November 29
 - Sponsorship secured from TBK Bank.
 - A second sponsor is being recruited for Singing with Santa so that BID can continue the shopping and dining promotion before the Singing With Santa event.

**Visitor Information and Beautification Report – Tanya Clegg and Tim Walsworth
April 9, 2024 BID Board Meeting**

VISITOR INFORMATION

Ambassador Program

Tanya has commitments from seven returning Ambassadors for the 2024 season. The recruitment process for three to four Ambassadors is underway

BID map and business directory

The two signs in Downtown, approximately 10 signs in the North Main District at sheltered Trolley stops, and the printed brochure are updated annually in April so that the new pieces are ready by Memorial Day weekend.

Durango Welcome Center (DWC)

Door count through February

Month	Door Count	Avg Per Day	Inc/Dec
Jan-24	1,552	50	46%
Feb-24	1,644	57	52%
YTD	3,196	53	47%

Durango 101 Concierge Training

- A training session for frontline workers in customer service positions at BID businesses – retail and hotel front desk employees are the primary audience.
- The goal is to help them make better referrals to other businesses when asked for suggestions by customers, and to be knowledgeable about other important items in Downtown, such as parking options.
- BID will share resources, tools and procedures used by the BID Ambassadors, and then send attendees to seven food and beverage businesses for tastes.
- A total of 30 people can be accommodated in this training, which BID staff are viewing as a pilot program.
- Durango 101 is modeled after a program successfully operated in Breckenridge.
- Durango 101 is on track to hold its first class May 1.
- A North Main District version will be created.

BEAUTIFICATION

Sidewalk Cleaning

Staff received a quote from Pro Mobile Wash to clean sidewalks on Main Ave. from 5th Street to 12th Street. Does NOT include gum removal.

- Cost = \$5,000
- Create partnership – BID, Visit Durango, Chamber and Local First, City. These partners would agree to fund this so that it occurs 2x per year in 2024, 2025 and 2026, then the City takes it over. BID pay for from reserves special projects. 2x per year = \$10,000. BID \$2,500, Visit Durango \$2,500. Local First \$1,250. Chamber \$1,250. City \$2,500. Other partners?
- 2x per year – before Memorial Day weekend, and after July 4? Or wait until end of summer for #2?

- Work occurs overnight, probably 2 or 3 nights. Will need some coordination with City – permit?
- Alert businesses on Main, a little water might be under your front door if it is right on Main Ave and not in an alcove.

2024 Downtown Clean Day planning

Tanya and Tim met with Durango Chamber of Commerce and a plan is in place for Downtown Clean Day to occur on Friday May 24.

2024 summer flower barrels

Tanya contacted the City about the 2204 summer flower barrel program, and asked if more barrels could be added this year. The City said they are still seeking a vendor to provide the flowers so that is their first priority.

Executive Director Report – Tim Walsworth
April 9, 2024 BID Board Meeting

PUBLIC MEETINGS

Since the BID board's last meeting on March 12, Tim monitored 13 City meetings:

3/6/24 and 3/7/24 City Council Study Session – Retreat

- Day One
 - Review/Discuss Mission, Vision, and Values
 - Review/Discuss Strategic Plan Proposed Goals and Objectives
- Day Two
 - Review/Discuss Strategic Plan Proposed Goals and Objectives
 - Strengths, Weaknesses, Opportunities, and Threats Assessment

3/7/24 Financial Advisory Board

- Nothing relevant for BID

3/7/24 Financial Advisory Board Study Session

- Nothing relevant for BID

3/11/24 Durango Renewal Partnership (URA)

- Meeting cancelled

3/12/24 City Council Special Meeting

- Three executive sessions to conduct quarterly reviews of City Manager, City Attorney and Municipal Court Judge.

3/12/24 City Council Regular Meeting

Approval of Destination Management Master Plan

- The DMMP was commissioned by the City of Durango to guide sustainable tourism marketing efforts. The DMMP “provides a thorough plan and indicators for destination stewardship for the Durango area in line with the community’s common values of ecosystem stewardship, growth management, and quality of life preservation.” The DMMP touches on many aspects of our community, and it has recommendations about these projects that are important to BID:
 - Camino underpass
 - Downtown’s Next Step
 - Conference Center and Performing Arts facility

3/21/24 Durango/La Plata Airport Commission

- Phase 1A of terminal expansion and renovation is on schedule for substantial completion in mid-April. Phase 1B to start in summer or fall 2024.
- The airport project to pave the overflow parking area and that project selected a contractor to perform the work, which should take place from May to August. A parking expansion project is being designed and two draft concepts with cost estimates should be available in April.
- Activity Report:
 - Enplanements – up 17.2% for February, up 15.7% year to date
 - Deplanements – up 19.1% for February, up 16.% year to date

- NOTE – for both enplanements and deplanements, American Airlines is down, but United Airlines is up significantly
- Outbound seat capacity – up 11.7% for February, up 9.5% year to date

3/25/24 Community Development Commission

- Re:New Grants applications
 - Priority Sales and Rental at 802 Camino del Rio for a new sign
 - Anthus Park Coffee at 802 A Camino del Rio for an addition to the existing kiosk

3/25/24 Land Use and Development Code Board of Adjustment

- Nothing relevant for BID

3/26/24 Creative Economy Commission

- Last month
 - Approved 18 projects for funding totaling just over \$256,000
 - Discussed reporting requirements and metrics
- This month
 - 2023 annual report provides a summary of grants awarded last year.

3/27/24 Historic Preservation Board

- Nothing relevant for BID

4/2/24 City Council Study Session

- Community Development February report – revamped process for permitted projects.
- Transportation Department March report – Downtown’s Next Step public meeting March 14, February ridership on public transit up; parking occupancy report for November and December 2023.
- HR – Police Chief meet and greet with five finalists

4/2/24 City Council Regular Meeting

- Nothing relevant for BID

UPDATES TO EMPLOYEE HANDBOOK

Staff requests the board approve an update to BID’s employee handbook to include information about BID employees ability to contribute to the Colorado Secure Savings program. The language below is proposed to be added to the Employee Benefits section.

COLORADO SECURE SAVINGS PROGRAM

All BID employees (full-time, part-time and temporary/seasonal) are eligible to contribute to Colorado Secure Savings program via payroll deduction. Colorado Secure Savings operates like and employee funded retirement plan, and there is no cost other than administrative time to BID.

Recommended motion – I move to add the proposed language about the Colorado Secure Savings Program to BID’s employee handbook.

CDLE AUDIT

The Colorado Department of Labor and Employment (CDLE) selected BID for an audit. The purpose of the audit is to “verify the wages reported for your workers are accurate, workers are properly classified, the appropriate reports have been filed, and that the information associated with your Unemployment Insurance account is correct.”

Tim provided all required information on March 25 and is waiting to see what, if any, questions the auditor has.

DCI CONFERENCE

Tim worked with the City of Durango and Visit Durango on planning for the DCI Conference that was in Durango April 2 to 5, 2024. Tim helped secure venues, planned various parts of the conference, and served on panel discussions during the conference.

2024 PERFORMANCE GOALS – 1st Q REPORT

EVENTS

- Ensure BID’s four annual events (San Juan Brewfest, Downtown Balloon Glow, Downtown Children’s Halloween and Singing With Santa) have positive economic impact for BID businesses based on attendance figures, hotel demand, and/or diversity of attendees:
 - San Juan Brewfest – 2,000 total attendees; Fri & Sat hotel demand at least 2,000 each day; 40% of attendees are from out of area
 - Downtown Balloon Glow – 1,500 total attendees; primary attendees are families
 - Downtown Children’s Halloween – 1,500 total attendees; primary attendees are families
 - Singing with Santa – 1,000 total attendees; primary attendees are families; evaluate gift card drawing and scavenger hunt for impact on businesses

1st Q progress report – ON TRACK. Planning for all four BID events is underway and key pieces have been finalized. BID’s events occur in late August, October and November.

MARKETING

- Maintain economic impact of rewards programs:
 - Spring Rewards Program total economic impact goal = \$130,000
 - Holiday Rewards Program total economic impact goal = \$150,000

1st Q progress report – On Track. Spring Rewards begins April 1. All tasks that have made the program successful in past years have been accomplished this year. These include a detailed budget, sponsors, and a robust marketing plan.

- Create North Main District advertising plan by end of 1st Q 2024 and implement throughout the remainder of the year.

1st Q progress report – Incomplete. This plan has not been fully created. The Animas City Night Bazaar sponsorship was provided for 2024, and included a discussion with the ADNB planning team that BID’s sponsorship dollars were going to decrease in 2025 and then most likely go to \$0 for 2026 due to a

limited number of BID businesses benefiting from the summer events. A new sponsorship was provided to the True Western Roundup, which will be used to support North Main District businesses.

- Websites
 - NorthMainDistrict.org – create North Main District website, for visitors and businesses
 - DowntownDurango.org – increase page views to 170,000 (160,000 in 2023)
 - HeartOfDurango.com – increase page views to 5,000 (3,436 in 2023)

1st Q progress report – On track.

-A website for the North Main District has been discussed with BID's website firm, and plans are in place to activate it later this year.

-Page views for DowntownDurango.org are up by 178% over the first two months of 2023.

-Page views for HeartOfDurango.com are up by 729% compared to first two months of 2023.

- Social media – increases for each of the following channels and metrics
 - BID FB – reach 300,000; engagement 17,000
 - BID IG – reach 40,000; engagement 2,000
 - SJBF FB – followers 2,000; reach 100,000; engagement 10,000
 - SJBF IG – followers 2,500; reach 50,000; engagement 3,500

1st Q progress report – On track. See below for stats through February.

-BID FB – reach 98,400; engagement 2,600

-BID IG – reach 4,400; engagement 200

-SJBF FB – followers 1,400; reach 400; engagement 50

-SJBF IG – followers 2,100; reach 1,400; engagement 100

COMMUNICATIONS

For BID businesses

- Quarterly communication, by industry when possible
- 1x or 2x per year communication on BID services
- Create semi-annual meetings by industry
- Organize and promote 10 BID Coffee & Conversation meetings with topics of interest to BID businesses

1st Q progress report – On track.

-First quarterly communication sent in March.

-Communication about BID's services is created and will be sent later in the year.

-Plans are coming together for the first meetings by industry for late April.

-3 Coffee and Conversation meetings have been held.

For Rewards Program shoppers

- Quarterly communication designed to promote local shopping

1st Q progress report – On track. First quarterly communication sent in March.

E-News

- Curate content and send to Communications Consultant every Friday
- Final edits each week
- Publish 52 weekly e-news on Wednesday mornings
- Maintain open rate of at least 50%

1st Q progress report – On track. 13 published through March and open rate is 58% for first quarter.

Durango Herald

- Write monthly What's Up Downtown column for Durango Herald

1st Q progress report – BID was never provided a schedule of publication dates for 2024, but was able to finalize that in March. No columns were written in January and February, the first was published in March.

VISITOR INFORMATION

- Work with Tanya on Ambassador Program to produce average interactions per hour over the summer months of at least 10 per hour.
- Work with Tanya on updates to BID map and business directory brochure and signage
- Attend monthly meetings for Durango Welcome Center partners
- Encourage Visit Durango to keep Durango Welcome Center open later in busy months

1st Q progress report – On track.

-Ambassador Program is on track with its annual timeline.

-Map and business directory brochure and signage will begin in April for production in late May.

-Attended three DWC partner meetings.

-Will ask about summer hours for DWC at April partners meeting.

BEAUTIFICATION

- Find a new home for BID's gum removal machine.
- In partnership with Durango Chamber of Commerce, operate a successful Downtown Clean Day with approximately 100 volunteers
- Explore BID cleaning Downtown sidewalks once or twice per year
- Explore BID assisting with snow removal for North main sidewalks

1st Q progress report – On track.

-No progress on rehoming BID's gum removal machine.

-Downtown Clean Day plan in place

-Quote received for sidewalk cleaning and presented to BID board at April meeting

-No progress yet on snow removal for North Main

ADVOCACY

- Monitor, attend and advocate to the City's Financial Advisory Board, and work with City Multimodal staff, to ensure Camino Crossing project remains on its capital improvement projects timeline for construction in the next three to four years.
- Re-evaluate BID's stance on Downtown's Next Step
- Monitor City Council and boards and commission meetings for items of interest to BID.

1st Q progress report – On track.

-Monitoring progress on Camino underpass project. City staff presented to BID board about this in February. BID provided a letter of support for a large grant request to construct the underpass.

-BID Board received presentation from City staff about Downtown's Next Step. Attended a City public meeting showing 30% design drawings and interacted with several BID business owners. Provided BID board white paper on the project to suggest a path forward.

-Continually monitoring City meetings.

ADMINISTRATION

- No major deviations from 2024 budgeted income and expenses.
- Meet monthly with BID Treasurer prior to monthly board meeting.
- Set work goals for Tanya by February 29, 2024 and discuss quarterly.
- Prepare all reports for monthly board meeting packet.
- Lead process to identify and recruit two new BID board members.

1st Q progress report – On track.

-2024 budget meeting expectations through February

-Three monthly meetings held with BID treasurer

-Goals for Tanya finalized in March, first review of progress in April

-Board packets produced and distributed on time for first three meetings in 2024

-Six potential candidates have been contacted for board membership