

**NOTICE OF Executive Board Session MEETING OF THE**

**HAVANA BUSINESS IMPROVEMENT DISTRICT**

NOTICE IS HEREBY GIVEN that the Board of Directors of the **HAVANA BUSINESS IMPROVEMENT DISTRICT**, of the City of **January 17, 2019,** at Denny’s Restaurant, 1505 So Havana, Aurora, CO 80012, for the purpose of addressing those matters set out in the agenda below and conducting such other business as may properly come before the Board following the January 17, 2019 Regular Board Meeting.

The meeting is not open to the public.

BY ORDER OF THE BOARD OF DIRECTORS:

**HAVANA BUSINESS IMPROVEMENT DISTRICT**

By: Secretary to the Board

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**Executive Board Session**

**AGENDA**

1. Call to order & introductions

2. Disclosure of potential conflicts of interest

3. Reason for Executive Board Session Meeting –

* Discussion on Records Management – Digitize BID folders, Review contracts from 2 companies
* Schedule Board Happy Hour/Lunch Networking in Q1
* Discussion on Havana BID Banking, Dec. 2018 fraud issue
  + Vote on Key Bank, add ACH/Debit and fraud protection $10 vs $45 a month
  + Discussion on switching to another bank that can accommodate for BID credit card and other services for public entity accounts
* Schedule working board lunch to discuss 2019 Marketing Opportunities – 11-1:30p & Determine a date before Feb. 21, 2019, our next BID Board Meeting
* Topics to discuss at Board Marketing Meeting ($7k unallocated money for marketing):
  + $1500 vs $2500 (Movie Commercial Marketing) + $500 - $1000 packages for mobile marketing only, Movie Theater Marketing for Havana Motor Mile commercial + Restaurants + Small Businesses + Concerts + Cruzin’ Havana commercials
  + Radio Marketing – KEZW and explore pricing with Kim Fox, Fox Media
  + Capture Those Travelers: $1395 for 1st quarter for Hilton Garden Inn, E 40th Circle
  + OTHER:
    - Westword, Denver Eater, Food Bloggers, YELP
    - BINGO, On Havana Street Passport/Foodie Guide
    - Where am I On Havana Street? social media campaign
    - Insta-stories on Board, Businesses, Economic development, success stories, celebrate anniversaries
    - Host a DCI, Downtown Colorado Inc event, invite other BIDs to On Havana Street to learn about our BID, collaborate
    - Host more BID tours for City Council and staff, BID businesses, board members

Dated: January 11, 2019

Reminder: Board Members Please Take Minutes