



Cultivating the heart of Lakewood

Board of Directors  
MEETING MINUTES  
September 8, 2020  
Virtual Meeting  
8:00 a.m.

**I. Call to order: 8:04 AM** President, Doug Wells

**II. Present:** President, Doug Wells, Executive Director Tom Quinn, Directors Sue King, Cindy Baroway, Carolyn Evans, Teri Romero, Jeanine Maxey, Jo Bryant, AC personnel Sarah Hadsall.

**Absent:** Vice President Kate Curtis, Kim Nguyen, Lary Herkal and City of Lakewood Economic Development Liaison Katie Faltys

**Minutes:** Approval of minutes from Board of Directors Meeting of June 9, 2020

**Motion:** Jeanine Maxey

**Second By:** Cindy Baroway

**Approved Unanimously**

**III. Treasurer's Report**

ED, Tom Quinn

- Money movement account update
- AC Grant program update

**IV. Board of Director Updates**

I. Cindy Baroway

- a) Office Evolution decrease about 20% but it is starting to pick back up
- b) Action Center collaborated with the non-profits in the county to get food out to people who need it.
- c) Action Center provided over 3 times the amount of rental assistance in 2020 compared to 2019
- d) New Action Center branded truck
- e) Currently, the student housing shelter is closed due to COVID-19

II. Teri Romero

- Kaiser Administrative staff will be out of office until the end of 2020.
  - Members can book tests online and receive results usually within 24 hours
  - Will continue no face to face interaction with Medicare clients through 2020
  - Kaiser has increase educational webinars
- If you have not received your flu shot, get it and get it early

III. Jeanine Maxey

- Interest rate are at a historic low

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**VISION:** Inspiring a thriving destination where people desire to be.



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- Wells Fargo on hold but at the ready if Congress should extend CARES or PPE funds.
- Wells Fargo will have a reduction in staff and some closures in the near future

## V. Executive Director's Report

- ACBID received reimbursement from outside grants
  - (a) CARES Act – received for ACBID – SBIA grant
  - (b) Partial reimbursement grant funding for hand sanitizer received from CSD Pool
- ACBID will be launching another grant program before the end of 2020
- AC submitted grant application to Energize Colorado for the AC “We Can Do It” grants, currently waiting on response.
- ACBID submitted grant application to CDOT for the Discover Alameda wayfinding signage, waiting on response.
- Alameda Ramblin Event - sold out for all 3 venues
- Street Beautification - project still in progress. Permitting has been difficult and slow, due to COVID-19
- AC 2021 Workplan
  - Action Steps
    - (a) Increase community meeting structure, content and attendance
    - (b) Improve AC diversity portfolio – membership, businesses, community meeting attendees and board members
    - (c) Improve neighborhood association and area businesses association collaboration
    - (d) Increase grants program – receiving and giving
    - (e) Events – branding AC events
      - (i) Sustainability
      - (ii) Pints & Policy
      - (iii) Community Meeting
      - (iv) Bike Rides
    - (f) Information and data – gathering more data and exploring more areas where we can gather more input
  - AC 2021 Workplan Board Feedback
    - (a) **Cindy Baroway** – Lakewood City Council hosted a diversity event – information for developing a more diverse organization is
    - (b) **Sue King** - Would like new AC Board Members to apply with specific applicant qualifications.
      - (i) Suggestions can be sent to her email
    - (c) **Jeanine Maxey** –Tom Quinn clarified that from the 50,000 grant there is \$24,600 left over.
      - (i) Jeanine suggested spending the money on outdoor heaters
      - (ii) Suggested streaming meetings

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- (iii) Would like to see attendance at AC Community meeting from both fire and LKPD improved
- (d)
  - b) Sue King - Sue King
  - c) Would like new AC Board Members to apply with specific applicant qualifications
  - d) Suggestions can be sent to her email

**IV. Outreach and Engagement update – Sarah Hadsall**

- a) Email marketing - AC Newsletter is sent to over 2200 emails, has a consistent open rate of 15-23%
- b) In the last 28 days social media engagement is down
- c) AC is now working closely with CCU and Jeffco Career links to find internships for students along the corridor
- d) AC Sponsorships for Earth day, Farmers Market, Lakewood Concert and possibly any upcoming Lakewood events.
- e) Belmar Libray has reopened
- f) AC will have 3 community Bike Rides

**Motion to Adjourn:** Cindy Baroway

**Adjourned – 9:05 a.m.**

Next Board Meeting: Tuesday, October 13, 2020 at 8:00 a.m.

Next AC Community Meeting: Wednesday, October 7, 2020

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