



Cultivating the heart of Lakewood

Alameda Connects
BOARD MEETING MINUTES
January 8, 2024
Virtual Meeting
8:00 AM

Call to order: 8:04 AM President, Jeanine Maxey

Present: President Jeanine Maxey, Secretary Andrea Schubert, AC Executive Director Tom Quinn, Directors Max de La Bruyère, Sue King, Febra Johnson, Doug Wells, Kate Curtis, Jessica Barrand, Amanda Piland, AC Office Manager Clare Johnson, AC Director of Outreach Rachel Griffin, and City of Lakewood Economic Development Liaison Isabella Nunez.

Absent: Vice President Teri Romero

Motion to approve Jessica Barrand as Board member.

Motion to approve: Doug Wells

Seconded: Kate Curtis

Motion approved Unanimously.

Motion to approve November 14, 2023, AC Board Meeting Minutes with changes.

Motion to approve Minutes: Febra Johnson

Seconded: Doug Wells

Minutes Approved Unanimously

Before the Treasurer's report began, Jeanine asked about a \$20,000 amount in the financials labeled "Prepaid Rent." ED Tom Quinn explained this was an accounting mistake – this amount was based on the amount that the BID gives Alameda Connects monthly. ED Quinn needed to explain a couple of things briefly before his report: a little money was removed from liquid assets, from reserves, for some of our grant's programs.

Treasurer's Report/Financials – November & December 2023 Financials from ED Tom Quinn

Executive Directors Report with ED Tom Quinn

1. Crime prevention is very important – BID was interested in doing extra patrols. From speaking to LPD Commander Connie Muller she advised that we shouldn't use patrols until we know where the crime issues are. She said that if Lakewood PD are alerted to a crime hot spot, they will provide patrols there. We'll continue to look at the data.
2. Alameda Connects will be continuing business crime round tables; the next one will be in April (we will continue those quarterly).



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3. Events coming up: Blarney on Belmar on March 9, will let the board know about volunteer needs. Last meeting at Old 121 because we are temporarily unable to meet at West Metro, looking for a temporary location. February meeting will have DRCOG as speaker – speak on what they do, and their study of the Alameda Corridor.
4. Grants programs for 2024: **Small but Mighty Grant** expected to move forward. **Make a Difference Grants** in the past, were for schools, they would have to apply. Last meeting it was discussed that instead money would be given to specific schools (rather than the schools having to apply) – will have stipulations as to how the money can be used. ED Quinn met with the principals at Deane and Rose Stein Elementaries. Deane expressed an interest in spending the money on technology. Rose Stein would like to use the money for everyday needs. There will be a maximum of four \$500 grants. ED Quinn still needs to reach out to Belmar and Lasley Elementaries.
5. Member Appreciation Event coming up next Wednesday – please RSVP.
6. Landscape Maintenance still ongoing: tree watering, trash pick-up. There has been a spike in graffiti (some hate graffiti) – keeping an eye on this. Please report if you see graffiti.
7. Stormwater Infrastructure artwork is temporarily on hold until overnight temperatures are warm enough.
8. Wood carvings were installed at Pierce and Alameda – they look great.
9. Doug asked about litter pickup, ED Quinn has been doing clean up, but Doug was asking if ED Quinn has found a better solution. ED Quinn said that CCU might be able to help. Jeffco Public Schools might also be able to help. This is a work in progress.
10. Jeanine had a question about Blarney – what is the plan for inclement weather? ED Quinn responded that there will a meeting tomorrow with Belmar and we should know more.

Outreach and Engagement - Director of Outreach Rachel Griffin

1. Membership drive. Rachel ran a report on expired members and will start tracking. Rachel has been relooking at a membership matrix. Question for the board: what is the board's membership goal – is it more eyes or is it revenue?
2. Rachel has been working on the CRM. Most businesses in the BID are now in the CRM.
3. Rachel has been busy with business visits and outreach. Figuring out who would benefit from different grants. Rachel is also going to require the grant recipients to put a sign in the window to say who paid for the grant (these have been printed and are ready to go).
4. Rachel met with CCU and is discussing the students helping with volunteer clean up on Alameda. Also, CCU has a student run breakfast meeting space, so looking into that.
5. Working with Sacha on web redesign and possible web optimization.
6. Jeanine thought the sign in the window of business' that have received grants, was a great idea.

Board of Director's Updates:

Febra Johnson

1. All is well at the Gift House. Jeanine commented that Febra's father was so helpful at finding gifts – if you're looking for unique gifts it's a wonderful place to go.



Max de La Bruyer

1. Signed a lease with a jeweler which should be open in February.
2. Have been trying to replace the furniture store, and finally making headway.
3. Looking to repaint, so will be looking to the BID for support.

Andrea Schubert

1. Partnering with the Av's for an official watch party.
2. Ice rink will close on 1/28.
3. Valentine's gift guide with the tenants.
4. Belmar will have an outdoor Retro Roller rink in the summer (Thursday through Sunday).
5. Signed a 13,000 sq ft lease with another office tenant, have another lease in the pipeline, 5000 sq ft lease with "Walk With Me". Also, signed a lease with Tesla for charging stations. ED Quinn asked if the charging stations will just be for Tesla – Andrea responded that in 2025 the Tesla system will be the only EV charging system. Doug Wells found this to be fantastic news – brings people in for 30 minutes while their car is charging (opportunity for tenants to expound upon this). Andrea mentioned that the goal would be to partner with businesses.

Sue King

1. Being able to sit on the BID meeting was good. Concerned about the location of the next meeting, feels that GMHS is far away and might impact how many people will attend.
2. Amanda Piland spoke up and suggested that the First Bank Belmar location has a community room that could be available.

Jessica Barrand

1. Waiting for February to roll around, excited to have Dry January over soon.

City of Lakewood Update with Isabella Nunez

3. Wrapping up 2023 getting ready for our "Strategic Planning Advance."
4. Close our Grant program for 2023, helped 9 businesses totaling over \$63k.
5. Total of 87 attendees at our luncheon chats. ED Quinn mentioned attending a luncheon chat and that it was very interesting.

General Business with ED Tom Quinn

1. Discussion of: Evaluation of Outcomes
 - a) This topic was introduced at the last board meeting. Geared towards getting at evaluating what is wanted as an outcome for what Alameda Connects does. What happens with non-profits, especially since we are a (c)6, we are limited in what we can do. The cost to do this would be \$3000 – don't need an answer right now. At the retreat last April, everyone present stated that membership was important. Will send the information about this Evaluation to Jessica Barrand and Amanda Piland.



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- b) Sue King asked if this company had done this evaluation process with non-profits in our area. ED Quinn said that we would find out that information.
- 2. Grants Update – Meetings with Schools
 - a) No more to add, covered this in the ED report.

President Jeanine Maxey thanked Jessica Barrand and Amanda Piland for joining the board.

Motion to adjourn: Kate Curtis
Andrea Schubert, seconded.

Next AC Community Meeting: Wednesday, February 7, 2024, TBD

Next AC Board Meeting: Tuesday, February 13, 2024, at 8:00 a.m.