



Cultivating the heart of Lakewood

Alameda Connects
BOARD MEETING MINUTES
January 14, 2025
Virtual Meeting
8:00 AM

Call to order: 8:06 AM President, Jeanine Maxey

Present: President Jeanine Maxey, Directors Jessica Barrand, Amanda Piland, Max de La Bruyere, Katie Nicholson, Joyce Rocha, Doug Wells, AC ED Tom Quinn, AC Office Manager Clare Johnson, AC Director of Outreach Rachel Griffin, City of Lakewood Economic Development liaison Marcus Johnson

Absent : Vice President Teri Romero

Motion to approve November 12, 2024, AC Board Meeting Minutes with updates

Motion to approve Minutes: Doug Wells

Seconded: Jessica Barrand

Minutes Approved Unanimously

Treasurer's Report/Financials – ED Tom Quinn

1. Tom explained the \$20k in prepaid income. Amanda Piland noted that to maintain a higher interest rate, make sure to keep the \$20k in the First Bank liquid asset account.

Executive Directors Report with ED Tom Quinn

1. ED Tom Quinn and two other BID board members met with the police chief.
2. Fundraising front: looking at applying for fiscal sponsorship under the Colorado Nonprofit Development Center, which would allow Alameda Connects to accept tax-deductible donations. Alameda Connects could then go under the Center's 501c3 umbrella. This would primarily fund AC's grants programs. This needs to be framed as a charitable purpose for the grants program (AC has given grants to schools in the past). Once in the fiscal sponsorship "program" there is a \$1500 annual fee to the Center (they provide accounting and other support services).
Director de La Bruyere asked if we do give funds to schools already. Tom explained that yes AC does. Doug asked if the \$1500 is recurring, Tom said \$1500 is the yearly fee. ED Quinn explained the real goal is a funding source for the grants program – the long-term vision would be an annual fundraising appeal (timed with Colorado Gives Day). The appeal would be more effective because donations would be tax deductible. If AC could find a sustainable funding source for grants, that would be helpful. Doug Well's concern is that the staff has a finite amount of time, and he is concerned that this could be a very large chunk of time. Tom suggested the board take a couple of weeks to look over this. Doug would be against AC becoming a 501c3, and he thinks this opportunity makes more sense than changing AC's status. Katie Nicholson offered to help with this, she has a lot of experience with working in 501c3's and fundraising.
3. Blarney on Belmar coming up on March 8th, 11-5, with the band "The Elders". Should be fun, and hoping the weather cooperates.



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4. Community Meetings will be back February 5th, and coming in March Mia Voss will be the speaker.
5. Last retreat was in 2023, looking to do a strategic planning retreat this year – 6-hour planning session. Looking at doing this in September. This will be kept to 2/3 of a day. If anyone knows a good facilitator, please let the staff know.
6. BID report: Discover Alameda map is starting pick up interest. Landscaping is continuing. Storm Drain Art phase 2 will be in summer of 2025. No progress on the Kaiser mural project. Tom apologized for missing the proclamation of Old 121 day.
7. Doug wanted to praise the mural in Belmar by Great Divide. For this mural ED Quinn explained 40 West found the artist. Doug said he loves the mural program. Tom said thanks to Bridge 33 for being so much easier to work with than the prior owner.

Outreach and Engagement - Director of Outreach Rachel Griffin

1. Crime Prevention event is coming up tomorrow at 10 am. This will be focused on CPTED. Quinn Pratt Cordova will give an outline of what the program is, and Rachel will describe what the BID does. Jessica Barrand is very happy with the new door, new lighting, and camera that the grant paid for. ACBID has 5 of those grants, Boulevard Bottle Shop and Selena's are the two recipients so far. A few more stipulations/requirements have been added.
2. The Fix it up Grant – ACBID was able to give out 13 grants including the fence behind the AC building and a new sign for Domino Service Dogs.
3. A reel was created for Instagram/Facebook, like the "Spotify" unwrapped 2024 to show the accomplishments of the past year.
4. Membership has dropped, Rachel asked the board to consider how we want to proceed. There are currently 45 members (down from a high of 54).
5. Printed marketing materials – showed the board the post cards, and the "business cards". Katie Nicholson brought up that the LBA gets more new people at happy hours around town. Jeanine Maxey liked the business card design.
6. Tom wanted to mention that the board meeting isn't the only time that board members could talk with the AC staff – the door is always open.

Board of Director's Updates:

Joyce Rocha

- Ice rink is doing well. Excited about Blarney on Belmar coming up. There are a host of new tenants coming in. Recently Great Divide opened. Another restaurant will be coming in (called K Pot). Roadrunner Sports will be coming in, "Clean Your Dirty Face" is coming. Joyce wants to take Tom up on doing a one on one with AC.
- Doug Wells brought up Apricot Lane, Rocky Mtn. Chocolate left. He asked if the K Pot will be taking up the remaining space next to Google Fiber (yes).

Jessica Barrand

- Besides receiving the security grant, looking at doing a merger with a Wine shop in LoDo – really help expand the store.



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Katie Nicholson

- Old 121 Day next week – there is a deal with Torchy's tacos for lunch, there will be live polka music, a dinosaur.

City of Lakewood Update with Marcus Johnson

1. New businesses' popping up across town. ED has been doing outreach with the new businesses (helping them meet other businesses – grassroots introductions).
2. Sunny Islands coming in, Da Life Golf is now open, Ritual Indoor Cycling set to open late January, Core Progression Personal Training already open.
3. Keeping an eye on Party City.

General Business

1. Community meeting "Business Card" Opinions and Board Engagement – board liked this and asked to be sent the graphic.
2. Applications to Colorado Non-Profit Development Center for fiscal sponsorship
3. Scheduling 2025 Joint Retreat with BID Board

Next AC Community Meeting: Wednesday, February 5, 2025, West Metro Fire

Next AC Board Meeting: Tuesday February 11, 2025 Virtual