



Cultivating the heart of Lakewood

Alameda Connects
BOARD MEETING MINUTES
September 9, 2025
Virtual Meeting
8:00 AM

Call to order: 8:05 AM President, Jeanine Maxey

Present: President Jeanine Maxey, Directors Max de La Bruyere, Katie Nicholson, Joyce Rocha, Kate Curtis, 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: Doug Wells, Teri Romero, Amanda Pilland, Jessica Barrand

Motion to approve June 10, 2025, AC Board Meeting Minutes

Motion to approve Minutes: Katie Nicholson

Minutes Approved Unanimously

Treasurer's Report/Financials – ED Tom Quinn

1. Tom pointed out that the advertising expenses are higher due to a video being produced for Colorado Gives Day (video will also be used for general advertising for Alameda Connects).

Executive Director's Update

1. Crime Prevention – roundtable coming up. Securing Alameda Grants program is still open. Crime is down this year in the Alameda corridor area.
2. Fundraising – shooting video in the next two weeks, plan is to get the page up and running before the October Community Meeting (use video on our website as well).
3. Activities – rescheduled Movie in the Park to this Friday 9/12. Cruiser Bike Rides were a success this year with 37 on the last ride. Love Lakewood Day, AC will be a part of that this year (specific areas on Alameda for clean-up). Cider Days music stage is coming along. Sustainable Business Workshop coming up on October 16th. Haunted Tour coming up on October 23.
4. Demolished car wash this summer at last.
5. Good attendance for the September Community Meeting, Adam Paul was the speaker. Next month there will be 3 non-profits speaking.
6. Business grants still open. Katie Nicholson asked if her second location could apply for the grant – Tom thought that it could.
7. Landscaping looking good. Good success with solar lights put in by Chase Bench area.
8. Storm Drain Art – have some new designs will go in in Belmar over the next month.
9. A mural has begun at the new Kaiser building. Currently the mural is being sketched out.
10. Vinyl wraps missing from the wall by Pierce Street – these were up for 3 months and weren't tagged throughout that time and then in late July/early August, someone removed them. No one seems to have any idea who took them down. This was a \$2000 project for



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the BID, so would really like to know who took these down. Flow sculpture will be left as it is right now -- \$30k project to fix lighting, so that won't be happening this year.

11. Katie Nicholson asked if Tom would like to hand out beer coupons for the Haunted Tour. Tom responded yes and thank you.
12. Jeanine asked about the note about a Dog Poop Bag receptacle, Tom explained the City contact is looking at this.

Outreach and Engagement - Director of Outreach Rachel Griffin

1. Released the podcast as a marketing opportunity since it is still a mystery.
2. Social media – continuing to work on this. Mail Chimp account was upgraded over the summer to get better data – started honoring Alameda Connects members.
3. Website – currently looking at restructuring the navigation bar, not a massive change. Trying to put together a focus group.
4. Crime Prevention – still can't seem to drum up applicants for the security grants. Still have 5 grants to give out to Alameda businesses. Katie Nicholson brought up that she finally got the CPTED evaluation and so she will be applying. September 24th for the next Roundtable.
5. Still have small but mighty and Beautifying Alameda grants.
6. Cruiser Rides went well.
7. Chase Bench area – did a contest online for naming the area. The “Peddle Pavilion” won – this was added to Google Maps (also added the art to Google).

Board of Director's Updates:

Katie Nicholson

- Old 121 was at Lakewood Food and Wine last weekend. Working on the second location.

Kate Curtis

- Did get their space rented out.

Max

- Not a ton going on, trying to get some spaces leased.

Joyce

- Next big event will be Barktember Fest on the 27th.
- New stores opening: Miniso, New tenants Bowman Consulting, Clean Your Dirty Face. Other businesses coming on board soon.

Jeanine Maxey

- Volunteer opportunities available for Love Lakewood Day and Cider Days

Lakewood ED Report:

1. Not a whole lot going on. Budget season in the city. Will Chan joined as the ED director (about seven days in).



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General Business

1. Discussion of Combining Board Meetings
 - Tom anticipates the way that this would work is the ACBID board meeting would commence at 12, and AC would start at 1. AC board members would logon to hear the briefings in the ACBID meeting and then the AC meeting would begin. This would reduce duplication and number of meetings. This is an experiment, so this can always be reversed or modified. This would be the fourth Thursday (except for November it's the 3rd Thursday). Need to double check that the bylaws will allow for less meetings. Katie Nicholson thought it was a great idea, as did Max de La Bruyere.
2. Board nominations – Annual meeting in October at Community Meeting
 - Everyone who is up was willing to continue.
3. Focus Group – Use experience for the website
 - Tom was asking if any board members might be interested. Katie Nicholson, Jeanine and Kate raised their hands. Katie volunteered her husband Sam as a focus member.
4. Deane Elementary
 - Having a meeting on Friday September 19th, at 8 am in the cafeteria. How to best connect school needs with what businesses could offer. Let Tom know if anyone would be interested in this – he will send out an email.

Next AC Community Meeting: Wednesday, October 1, 2025, West Metro Fire

Next AC Board Meeting: October 14, 2025, via Zoom