

Central Vista Business Improvement District (CVBID)

Advisory Board Meeting

January 13, 2025

Blues Christmas Event Grant Reporting: Bill Hornung provided a recap of the second annual Blues Christmas event with five venues and four bands performing. He reported great crowd attendance and increase in foot traffic for venues, despite rainy weather. Parking was better this year with Marine volunteers who assisted with parking issues. Planning for next year's event should start earlier, with the removal of giveaways. The budget was impacted by unforeseen band expenses, including sound system and meal costs, as well as additional tent expenses due to the rain.

Downtown Special Event Organizer Request For Qualifications (RFQ) Finalist: Larry Vaupel stated that three responses were received in response to the downtown special event organizer RFQ. The RFQ review committee, consisting of Larry Vaupel, Traci Lawson, and Faye Gray, determined that two of the three were not responsive and received low scores, and recommended HPC Media. Bill Hornung, HPC Media, provided an overview and summary of his RFQ proposal of events and budget and addressed questions from the Board. He outlined the objectives aimed at activating all areas of the CVBID, with a focus on smaller events that do not compete with existing ones, filling the calendar year-round, and driving increased foot traffic to storefronts.

The Board approved the committee's recommendation and instructed staff to draft an agreement with HPC Media for review at the next meeting.

Draft Goals for 2025: Larry Vaupel shared the proposed goals for 2025.

Annual Report Survey and Data Analysis: Larry Vaupel introduced the item and discussed an upcoming Business Walk, reviewed the survey, historical event data, budget data, and goals. The Board is planning to conduct a Business Walk through the BID area in early April to share the budget, event data, and goals with the business owners. We will also conduct a short survey of the business owners regarding the BID activities.

Budget Report FY24/25: Larry Vaupel provided an update on the budget report, noting payments made to HPC Media and the return of grant funds from Backfence Society for the Chicano Art Festival due to the event's cancellation.