



November 7, 2014 Business Meeting Summary

Today's meeting will be the last public information meeting of the year. Ashlee will continue to send updates via email.

West Pearl Streetscape Improvements

- The majority of the work has now moved west of 9th.
- Between 9th and 11th, crews are finishing brick work, benches are being put in place as well as decorative railing. Hoping to be done next week but the weather based on current forecast might cause a delay.
- Equipment has been moved from 10th Street to the west side of 8th Street.
- Target date for finishing west of 9th is late November – before Thanksgiving.
- Totems coming after the first of the year.
- Still waiting on flagstone. Temporary concrete will be poured where the flagstone is supposed to be until it comes in.

Alley Management Plan

- Digging at PearlWest has temporarily slowed because they hit water. They will be working to remove the water from the southwest corner.
- City is working with the projects to ensure trucks are not stacking up in the alley.
- 909 Walnut is ready for the concrete floors. They will be pouring in the early morning (4 a.m.) from the alley to the south.
- 901 Pearl is working in the alley (undergrounding of electrical) for another week. There will be temporary closures until this is finished.
- Steel is going up now.

Communications

- Free one hour parking coupons will be distributed for the holiday season. They will be valid in the St Julien & 15th and Pearl garages.

- There will also be “parking elves” out and about starting the first week of December. Parking officers will have a handful of free three hour meter tokens that they will distribute at random to people parking on the street.
- While today is the last meeting date, Ashlee will continue to send out updates every 7 – 10 days until the streetscape project is complete. Then, she will send updates on the private projects every other week as well as anytime that information needs to be disseminated.
- A motion picture (Christmastime) will be filmed on the Pearl Street Mall starting next Friday (Nov. 14) for one week. The majority of the shots will happen between 11th and 13th streets – all on the bricks. There might be one tiny scene filmed on 11th Street – tbd.
- The Municipal Parking Lot – off of Canyon will be occupied by the film crew for the duration of the shoot as well as on Walnut – east of Broadway.
- Setup will happen November 13th (evening) and continue through November 21.
- Holiday lights in key areas have been set up a little early to accommodate the film crew.

Marketing Plan

- Terri Takata-Smith (Downtown Boulder Business Improvement District)
- November 23 is Switch on the Holidays
- November 29 is Small Business Saturday
- December 6 is the Lights of December Parade
- This year, the parade route has been shortened. It will turn north on Broadway from Walnut.
- LoveTheLocal.com was launched on November 1st. Business owner highlights are will be featured each day through January 1st on Downtown Boulder’s Twitter, Facebook and Instagram accounts.
- With some of the remaining marketing money from PearlWest & the City of Boulder, four Friday Magazine ads have been scheduled to highlight West End business owners – taking quotes from the Love The Local campaign. The ads will run in late November and early December. Any business owner who has not yet been interviewed can set up a time to meet with Chelsea Barrett (Chelsea@dbi.org).