

Santa Fe Business Improvement District Board Retreat Summary

Monday, September 21, 2015

A special convening of the Santa Fe BID Board of Directors took place at the office of NEWSED CDC, 901 W 10th Avenue Suite 2A for the purposes of identifying our mission and vision statement. The session was led by board member Cheryl Spector.

Board Members and Advisors in attendance:

Howard Snyder
Cheryl Spector
Andrea Barela
Jack Pappalardo

Debbie Stoner
Lindi Sinton
Macy Dorf

Board Members and Advisors absent:

Rusty Brown
Mark Raeburn

We started off addressing each service area and elaborating on what each area means.

Physical Improvements

- Right of way physical improvements
- Public Art

Maintenance

- Maintaining current and future physical improvements

Economic Development

- Promoting business
- Attract new business (specific types)
- Marketing
- Identity/Branding
- Advocacy to city for \$

Safety

- Low crime rate
- Physically movement safe - bikes and pedestrians
- Perception

Communication

- Being transparent, letting people know what we're doing and why we exist
- Networking and/or educational

Mission Statement

Promote, energize and cultivate the physical and business environment of Denver's Gateway, Santa Fe Drive. (15 words)

Vision Statement

After going over the definition of what a vision statement is and various examples the board outlined organizational values.

Values

- Economic Development - Sustain and grow economic viability
- Expectation of maintenance - Build upon...
- Communicate/Responsiveness
- Access . . . Park, Pedestrian, Bike
- Inclusivity of all (Diversity) - Owners and visitors
- Unique - Density, walkable, variety
- Creativity

The board then moved on to an exercise to brainstorm key words and/or sentences to contribute to the vision statement and categorized them by service area. While doing so we kept in mind the following elements identified by city agencies on what a BIDs should base its activities on which are;

- # of tasks performed
- Tangible impacts
- Contribution to city life
- Responsiveness to property owners

Brainstorm Session

Physical Improvements

- *Santa Fe leads transformation of neighborhood infrastructure*
- *Eco lighting*
- *Sun farms, lower utility bills*
- *Attractive, aesthetically pleasing*
- *Committed to neighborhood improvement & enhancement*
- *Accessible, walkable*
- *Access with public transit*
- *Art eco-district "see" green infrastructure*

Economic Development

- *Sustaining and growing the economic viability of Santa Fe Drive*
- *Food, shop, art, visit*
- *To contribute to the growth and success of the neighborhood and the businesses within the neighborhood*
- *Attracts a broad diversity of shoppers/diners*
- *Synergy of creative habitat*
- *Santa Fe Drive as a common/regular entertainment venue/destination*
- *Seasonal events, bike/ped focused, best celebrations*
- *A mecca of creative enterprise*
- *Variety*
- *Visually different from other neighborhoods, a sense of place*
- *Spend a day on Santa Fe*
- *Memorable, preserved historic nature*
- *Wonderfully unique/different from every other cultural area in CO*
- *Offers unique experience in Denver*

Maintenance & Safety

It was assumed that whatever vision is established that maintenance and safety will always be the main components that sustain physical improvements and economic development.

Communication - Not a specific services area but recognized as an important value

- *Creating measurable impact through a community process*
- *Inclusive and welcoming*
- *Collaboration with businesses, residents and public*

After the brainstorm session we categorized the most common themes which were;

- Unique
- Creativity / creative
- Affordable
- Leader / Be example / Pioneer
- Inclusive / Accessible
- Enjoyable
- Sustain / Build upon / Steward
- Vibrant / Historic Charm / Exciting
- Pedestrian friendly
- Improve business

Each board member then wrote a vision statement;

- Creativity at work in the heart of Denver.
- An accessible, creative and active street for our businesses, residents and visitors.
- To promote a place for people to enjoy the best that Denver has to offer.
- Guide and sustain our unique District as the pioneer of Denver's affordable and inclusive creative eco District.
- Creating and sustaining Denver's art oasis.
- Continual growth built upon our stated goals.
- Be the example of inclusive sustainability and economic growth in Colorado.
- Santa Fe BID is designed to provide services to promote and enhance the business with the District and to attract new businesses, while at the same time to maintain the uniqueness of the area and to maintain the diversity of the visitors and owners alike.
- To provide an inclusive and enjoyable venue for shoppers, art lovers and family entertainment.

1st Draft Vision Statement

Creativity at work in Denver; an accessible, inclusive and active District for all to enjoy.

** Have Rusty and Marks thoughts back by the 12th