

**RECORD OF PROCEEDINGS  
MINUTES OF A REGULAR MEETING  
OF THE BOARD OF DIRECTORS OF  
SANTA FE BUSINESS IMPROVEMENT DISTRICT**

HELD: Tuesday, April 18, 2017 at 3:00 pm at NEWSED CDC 901 W 10th Avenue, Suite 2A.

**ATTENDANCE:**

A regular meeting of the Board of Directors of Santa Fe Business Improvement District, City and County of Denver, Colorado was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

**Board Members/Advisors Present**

Andrea Barela  
Lindi Sinton  
Cheryl Spector

**Board Members Not Present**

Howard Snyder  
Debbie Stoner  
Jack Pappalardo  
Rusty Brown

**Community Members Present**

Amy Phare  
Brent Bulger  
Aubrey Lavizzo  
George Lim

**Financial Review**

Andrea passed out a year to date financial report ([click here](#)). It was suggested for any amount that may be carryover into the next year to consider depositing that amount into an interest-bearing account. Andrea will look into this before the next meeting.

**GO Bond Process and Updates**

Recently the Transportation and Stakeholder selection committee was given a full report on all of the proposed projects in a 123 page document. The Santa Fe BID's proposal seems to reflect inaccurate information on our request ([see here page 100](#)) specifically in the project statement and the budget. It was agreed that Andrea and Cheryl would write a letter to go out immediately before the next Stakeholder meeting. The BID will continue to push people to go to the remainder of the meetings which are every Thursday at 4pm, [click here](#) to see the calendar.

**New Hire for PS You Are Here Grant**

Last month it was motioned and approved to hire someone to oversee the facilitation of the PS You Are Here grant. Board members conducted interviews and recommended a candidate. Since the April meeting did not have board member quorum there will be an email motion to confirm the hiring before May's meeting.

## **First Friday Collaboration with Art District**

Andrea, Lindi and Rusty met with Amy and Laura from the Art District on April 5<sup>th</sup> at Molecule Effect about moving forward with a relationship for executing the August First Friday event. The following are recap notes from that meeting;

### **FIRST FRIDAY IN AUGUST DISCUSSION**

*3 proposals as presented by Andrea:*

- 1. BID assumes responsibility (cost and liability, barricades and security) for August First Friday, Art District continues to promote as well as BID, and Art District receives 10% of profit.*
- 2. Art District assumes all responsibility (cost and liability, barricades and security) and retains all profits.*
- 3. August First Friday treated as its own entity – “joint venture” between AD and BID, costs and profits split evenly.*

*Discussion:*

- Amy reports that last year- Beer garden was fairly lucrative without much effort; Handmade/Homemade Market was popular, thinks additional sponsorships can be found. Last year- Veterans Charity Ride was a sponsor. Art District sees August First Friday as one of twelve, BID has viewed it in more singular manner due to street closure costs. Andrea described ideal cost and revenue projections as examples.*
- Amy proposed fourth option because Art District excels in programming aspect, the BID in logistics/cash*
- Art District does not have cash flow prior to event to cover upfront costs, but has an active committee and capacity to obtain sponsorships.*

*Laura mentioned her Committee’s goal for First Friday Art Walks*

- 1. Showcase businesses on Santa Fe*
- 2. Showcase neighborhoods in community*
- 3. Make money*

### **ADDITIONAL IDEAS DISCUSSED**

- Laura’s idea; educate businesses on how to promote their business on First Friday, including August street closure*
- Website support – activities and publicity keep people coming*
- Andrea- could possible coordinate booths and spots for food trucks*

### **TENTATIVE CONCLUSIONS:**

*The five people present felt that the 50/50 option had the most promise*

### **NEXT STEPS:**

- Amy will talk to with the rest of her Team about options*
- BID members will talk at next meeting about how much BID would commit, for this and other First Fridays*

Amy reported that their board discussed our proposals and she asked for more time to decide how they would like to proceed. Currently the Art District is working on various capacity building initiatives such as programming, committee structure and strategic/long range planning. They are also considering hiring an event planning company to take on August First Friday event production. The BID and Art District will reconvene on the issue at May's meeting.

**Amy encouraged the group to attend the next member meeting taking place on Tuesday May 16<sup>th</sup> at the Niza Knoll Gallery from 5 to 7pm. Also their next event is the "Art of Brunch" [click here](#) for details on that.**

### **Other Business**

Aubrey reported on the following upcoming events;

- Hogs and Dogs at Bark and Play on April 29<sup>th</sup> from 9 am to 4 pm
- Armed Forces Day of Service at VOA on May 20<sup>th</sup> from 9 am to 12pm

It was agreed that the BID should take an active part in supporting these events through marketing and PR support. Aubrey will be sending more information on the event to Andrea for her to blast out to the BID community.

### **Design Standards**

George brought up an issue for the BID to consider of creating design standard guidelines and a committee to facilitate this initiative. He suggested this committee should be in place as a proactive / preemptive approach for future development of the corridor especially if and when the BID receives a bond. This committee could be the liaison entity for city that helps facilities future improvements. It is suggested this committee be implemented as soon as possible. The group was in general agreement and will continue the discussion on how to process at May's meeting.

### **Meeting Adjourned**

4:30 pm

### **Next Meeting**

May 16, 2017 at NEWSED 901 W 10<sup>th</sup> Avenue Suite 2A, Denver CO 80204