

RECORD OF PROCEEDINGS

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

HELD: Tuesday, January 19, 2016 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 and Advisors Present:

Debbie Stoner
Andrea Barela
Macy Dorf
Rusty Brown
Cheryl Spector
Howard Snyder
Jack Pappalardo

Members of the Public Present

Aubrey Lavizzo
Harrison Phillips
Don Goerk
Michelle Jacobson
Carol Mier

Board Members and Advisors Absent

Lindi Sinton

CALL TO ORDER:

On behalf of the Board the meeting was called to order at 3:10 pm.

DECEMBER MINUTES REVIEW:

December 1, 2015 minutes were reviewed. It was mentioned that 2016 proposed budget should reflect reserve carryover into 2017. The proposed budget submitted to the City must reflect the total use of the budget. There are areas of the 2016 proposed budget that can be scaled back for carryover in 2017. A motion to approve the minutes was called by Rusty and seconded by Cheryl and approved by all.

2015 BUDGET REVIEW:

There was a final review of the 2015 budget. For 2016 Andrea is charged with seeking out funding opportunities.

TREE REPLACEMENT:

Andrea applied to the Park People program and secured eight columnar non-fruiting pear trees for the replacement of dead trees and areas where trees are needed. The trees also come with planting from volunteers provided by the program.

GRANT RESEARCH:

Andrea will be proposing funding opportunities throughout the year and conducting grant research. Currently there is a creative placemaking strategies grant through national funder – Artplace. This registration for this opportunity is February 16 and applications are due March 2nd. Andrea will report more on this grant in February.

SURVEY AND YEAR END REPORT:

Andrea recommended that the BID begin creating annual reports to; recap the closing year, keep a historical record and use for marketing and development purposes. Andrea asked for recommendations on the type of data the BID should report on. The board recommended the following;

- Reporting year accomplishments
- Pie chart financial review
- +/- Retail sales tax year over year
- Types of area businesses
- Crime stats
- Occupancy rates
- Associated area organizations
- Average lease rate
- Property values
- Vehicle traffic
- # of visitors
- What the area encompasses

2016 SERVICE AREA REVIEW:

There was a lot of discussion regarding the service focus areas that the BID should work on in 2016. The majority of the discussion centered on the district's poor lighting. Several ideas were proposed to improve the lighting including; replacing the blue lights in the decorative poles, look at ways to supplement lights on buildings and somehow incentivize building owners to do so and add lighting to existing light poles. Other service area to address include;

- Marketing
- Branding, place making, area identifiers
- Create design standards

It was recommend that the BID hosts a meeting/event to unveil our annual report and present our priority proposal to the city and invite special guests. The date recommended was Tuesday March 15th. Need to locate a venue.

PRIORITY PROPOSAL:

Cheryl, Rusty and Andrea are to draft the priority proposal that needs to be submitted to the city in the first quarter of 2016.

LOGO FINALIZATION:

The BID logo needs to be finalized. Andrea will talk with George Lim, who designed the proposed logo, about a final version. Andrea will ask him to present at February's meeting.

ADJOURNED:

The meeting was adjourned at 5:00 pm.

The foregoing minutes constitutes a true and correct copy of the minutes of the above referenced meeting and was approved by the Board of Directors of the Santa Fe Business Improvement District.

NEXT MEETING:

The next meeting of the Santa Fe BID Board of Directors will take place on Tuesday, February 16, 2016, 3:00 pm at the office of NEWSSED Community Development Corporation, 901 W 10th Avenue, Suite 2A, Denver, CO 80204.