

RECORD OF PROCEEDINGS

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

HELD: Tuesday, October 20, 2015 at 3:00 pm at Volunteers of America, 1247 Santa Fe Drive.

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
Lindi Sinton
Rusty Brown
Macy Dorf
Cheryl Spector
Howard Snyder

Members of the Public Present

David Griggs
Katy Gevargis

Board Members and Advisors Absent

Jack Pappalardo

CALL TO ORDER:

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

ART STREET PRESENTATION:

Katy Gervargis gave a presentation about a grant they have received from the National Endowment for the Arts for the La Alma Connection Project. The grant is an “Our Town Award” and the La Alma Connection: Creative Youth Take Flight, will bring creative placemaking to 10th Avenue from the 10th and Osage Light Rail Station to the Art District on Santa Fe. Arts Street and their youth are working with Denver Public Works, the La Alma Lincoln Park Neighborhood Association, Denver Housing Authority, artists, residents, and businesses to research and design a Master Art Plan, installation of public art, and community events that connects the nearby light-rail station to the Art District. By integrating functional art and community activities into the streetscape, the temporary project will help activate and encourage alternative transportation. This process will leverage the creative energy of youth and apply them toward public infrastructure development to better the community affected by the traffic problems, particularly those on First Fridays.

Katy showed the two different surveys they’re conducting for visitors and those who live along 10th Avenue. Their timeline is to have the project completed by July 2016. This project may be a way to leverage more grants such as Art Place. Art Street has begun a First Friday event with their youth

called “Walk-N-Roll-About as a way to engage visitors and gather feedback. Also the Art Street students meet every week day from 12:38 to 2:15 pm. The Santa Fe BID and La Alma Action see this effort as a way to leverage other potential partners live the Downtown Denver Partnership and help gather community stakeholder support for permanent placemaking and beautification along 10th Avenue.

LA ALMA ACTION:

The October Santa Fe BID meeting was meant to be held in conjunction with La Alma Action and despite several RSVPs the only member from the group in attendance was David Griggs. It was decided that future La Alma Action meetings should be independent and not tied to other meetings. Macy and Andrea will work to schedule another La Alma Action meeting before the end of the year.

APPROVAL OF SEPTEMBER 2015 MINUTES:

The board reviewed and approved the meeting minutes from the prior board meeting that took place on September 15, 2015. A motion to approve the minutes was called by Rusty and seconded by Lindi and approved by all.

PRESIDENT’S REPORT:

November First Friday Street Closure - Plans are set for a November 6th street closure. The permit was applied for and approved by the city. Andrea will attempt to charge incoming food trucks that do not have a permit for entry at \$100 and place them at the intersection of 9th Avenue.

P.S. You Are Here - Andrea sent in three applications and Jack sent in one on behalf of the Santa Fe BID. [CLICK HERE](#) to see the applications Andrea submitted, the following projects were applied for and a general letter of support was given by Councilman Paul Lopez.

1. Santa Fe Drive street parklets
2. Holiday tree lights
3. Bump out murals
4. Georgia Amar match stick people light pole art project

Bump out electricity - The electrical outlets within the bump outs have been fixed by Radiant Lighting. The board recommended securing locks for each panel cover to prevent over use and future damage.

Holiday Tree Lighting - Andrea reported that in consultation with George Lim we would try pursuing tree lighting through the purchase of solar/led lights available online. The board felt, due to previous experience, that these types of lights would fail to get enough sunlight and might not give off enough light for the trees. It was recommended that instead of making a major purchase of solar lights that we use a service that leases, places them and takes them down since these are only meant to be seasonal. Andrea will work toward this recommendation.

2016 ASSESSMENTS:

RESOLUTION ON SANTA FE BID ASSESSMENT INCREASE:

A motion was made by Lindi Sinton to not increase the assessment in 2016 as allowed by the original election question and annual growth limits that do not exceed 2% and to keep assessment the same as in 2015. It was seconded by Debbie and approved by all.

BOARD RETREAT FOLLOW-UP:

On September 21, 2015 the Santa Fe BID held a half day retreat to define a mission and vision statement and discuss the budget that was due to the City on September 30th. [CLICK HERE](#) for the notes from that

meeting. Final adoption of the outlined Mission and Vision has yet to occur. We are still awaiting feedback from those who were not in attendance. Adoption will take place in November.

2016 SPECIAL ASSESSMENT SCHEDULE OF EVENTS:

Contracted special assessment consultant Lynda Seele submitted a new 2016 special assessment schedule with proposed 2015 compliance dates leading up to next year. [CLICK HERE](#) for the schedule. It was recommended that November's regular meeting be moved up a week to Tuesday, November 10th at which time the BID will adopt a resolution to set a date and time for a public hearing on the proposed budget and work plan. The proposed public hearing date is December 1st 2015.

CITY PROPOSAL:

After much discussion a plan was set to submit to the city the Santa Fe BID Priority Proposal. It was decided that a draft of the proposal with a completed tiered matrix and a narrative would be presented to the board, revised and then submitted to the city before the end of the year. Rusty committed to working on the proposal and having the draft available.

PROPERTY OWNER SURVEY:

The board decided that an online survey needs to be created and sent out to the property owners by November 15th. The survey is intended to gather feedback regarding the BID's service areas and what should the priorities of the BID be. It was suggested that there should be open ended questions for general feedback. The board agreed to submit two questions each for the survey and Andrea would have a rough draft of it available for review at the November BID meeting.

ADJOURNED:

The meeting was adjourned at 5:12 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, November 10, 2015, 3:00 pm at the office of NEWSED Community Development Corporation, 901 W 10th Avenue, Suite 2A, Denver, CO 80204.