

## RECORD OF PROCEEDINGS

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

HELD: Tuesday, February 23, 2016 at 3:00 pm at NEWSED CDC 901 W 10<sup>th</sup>  
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 Present**

Cheryl Spector  
Howard Snyder  
Jack Pappalardo  
Rusty Brown

#### **Board Advisors**

Macy Dorf

#### **Community Members Present**

John Slaughter  
Aubrey Lavizzo  
George Lim  
Tanya Mote  
David Sullivan

#### **Logo Review – George Lim Presentation**

George re-presented the logo design and the reasons behind all of its components. [CLICK HERE](#) to view the logo variations. He reviewed the importance of cultural branding and gave some color variations as well. It was concluded that a few variations would be emailed out to the entire board and be e-voted on with a one week timeline.

#### **JANUARY MINUTES REVIEW:**

December 1, 2015 minutes were reviewed. A motion to approve the minutes was called by Cheryl and seconded by Macy and approved by all.

#### **BUDGET**

The budget not available for review, close out invoices and revenues from 2015 are being processed. Final 2015 and YTD 2016 will be reviewed in March.

### **TREES – PARK PEOPLE**

City has changed tree and planting regulations which the current street scape on Santa Fe Drive does not meet. Andrea will need to meet with City arborist about possibly getting grandfathered to be able to plant the Park People trees. Cheryl will look in to the the Mile High Million program through the City and communicate any opportunities to Andrea.

### **ARTPLACE GRANT**

Andrea decided that it was not in the best interest of the BID to pursue the ArtPlace grant due to the fact that Art Street was funded in the last cycle and ArtPlace does not fund an area twice. Also selection is extremely competitive only 30 out of 4,000 applications are approved. Andrea will continue to work on finding new funding opportunities and encourages the board to forward any leads.

### **RECYCLING DUMPSTERS/CANS**

The alley way recycling dumpsters that the BID currently funds for area businesses are experiencing non-recycling dumping problems which is costing more money to remove since Alpine charges and additional cost if the dumpsters are considered “contaminated” meaning other trash present other than recycling.

Some people suggest a locking or a code system for the cans. George committed to researching some options and looking at examples of what other districts do. It was also pointed out that dumpsters alone, locked or not, still promote dumping. The BID may need to consider not providing the dumpsters.

### **BLUE LIGHT UPDATE**

The blue light in the pole on 10<sup>th</sup> & SFD was swapped out with white in front of Interstate Kitchen and Bar. Andrea requested that people look at it at night to compare brightness. In an effort to increase light on Santa Fe Drive we may want to consider removing the blue lights in favor of higher wattage white lights. Jack mentioned that the blue lights do market the area well and sees it as a unique feature for the district.

### **2015 ANNUAL REPORT DRAFT**

Andrea circulated a draft of the Santa Fe BID 2015 annual report. After a full review there were many suggestions made which Andrea will incorporate and re-present at March’s meeting.

### **PRIORITY PROPOSAL DRAFT**

Andrea presented a draft of the priority proposal that she, Rusty and Cheryl have worked on. A few suggestions were made but the three will meet again prior to the next meeting to produce a cleaned up and near-final draft.

### **PRIORTY PROPOSAL EVENT**

Last month the board put forward the date of March 15<sup>th</sup> to have a small event and invite members of the city and all Santa Fe BID property and business owners so that we can present

the Priority Proposal and Annual Report. It was decided that date was too soon and to move it to April 21<sup>st</sup> from to 3-5pm.

#### **NEW BUSINESS**

John Slaughter of Tribe Tattoo announced that he purchased the corner property at 7<sup>th</sup> and Santa Fe where the convenience and tire stores were and is converting it into a bar/restaurant. Also the new owners of 864 Santa Fe Drive are creating a brewery/restaurant.

#### **OLD BUSINESS**

It was requested that we look into closing down one lane of traffic on busy First Friday events when we are not able to shut down an entire street. Some research about whether that's possible and cost will need to take place and be reported on at a future meeting.

#### **ADJOURNED**

The meeting was adjourned at 5:08 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, March 15, 2016, 3:00 pm at the office of NEWS&ED Community Development Corporation, 901 W 10<sup>th</sup> Avenue, Suite 2A, Denver, CO 80204.