

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

HELD: Tuesday, December 20, 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/Advisors Present

Cheryl Spector
Jack Pappalardo
Lindi Sinton
Macy Dorf
Andrea Barela

Community Members Present

Aubrey Lavizzo
Ryan Coburn
Mike Ziarnek
Mark Huff

Budget Review

Andrea reviewed the year to date budget ([see link](#)). Note: this budget is not the final there will be a review of the final 2016 budget in January. The proposed 2017 budget was reviewed as well ([see link](#)). At the November public budget meeting upon hearing about the General Obligation Bond the board decided to reallocate the line items of Misc Contingency, Marketing and \$5,000 of the Administration/Executive Director into the Economic Development/Physical Improvement category to put every financial effort into creating a better design plan/proposal and possibly hiring a consultant. The goal was to show the city that our corridor is shovel ready for the improvements put forth in the [priority proposal](#) that was submitted in April.

It was brought up that the BID should keep on the track of hiring an Executive Director next year in an effort to raise more funds and solidify the organization. These sentiments were generally agreed upon and the Administration and Fundraising committee was tasked with the Executive Director effort. There was not a consensus about where budget dollars should be allocated due to this decision but it was agreed the issue would be discussed in future meetings.

Luminarias Review

Luminarias took place on the 2nd Friday of December. It was a successfully executed event with great media coverage in Westword and the Denver Post. The night of, there were Luminarias making stations at four locations, a Santa Claus and Aztec dancers. The Bryant Webster Youth Mariachis were contracted but were unable to attend. It was agreed that advertising should start earlier for the event and that more of the galleries need to be urged to be open.

Maintenance

The new landscaping company, Ground Service Co., has cleaned up the bump outs and will plant more and a variety of plants in the bump outs in the Spring. A full corridor sidewalk power washing has taken place by a company called, Common Area Maintenance (CAM), in an effort to clean sidewalk grime and spray paint.

Committee Reports

Economic Development – This committee met in November. Discussion revolved around next steps for the general obligation bond and master plan proposal, ways to connect with and better serve the greater Lincoln Park community and connecting with Parkway residents.

Administration and Fundraising – The PS You Are Here application that was submitted earlier this year has been approved. We are awaiting the approval confirmation and further instruction. The committee will meet before the next board meeting to discuss grant fulfillment.

Planning & Physical Improvements – No meetings took place.

Maintenance – No meetings took place although committee members did accomplish contracting a new company, Designs By Sundown, for holiday lighting for half the cost of last year's. In addition at least 10 of the corner poles had GFI repairs done by an independent contractor so that the holiday lights would work.

It was agreed that the Planning & Physical Improvements and the Economic Development Committees be combined since much of the strategy and work coincides anyway.

GO Bond Discussion

Much has happened since the last meeting, most of it revolving around the GO Bond process and making sure that Santa Fe Drive community members, business owners, property owners and various stakeholders attend the various public meetings and fill out the recommendation cards and place map stickers. We had a great showing at the majority of the meetings and we are confident that by this process we have the attention of city leaders and the necessary departments. The next step is continuing the political campaign of getting the attention of the Mayor and other influential people to recognize and support our proposal.

It was decided to hold a walking tour event specifically for Mayor Hancock sometime during the last two weeks of February. Aubrey agreed to contact the Mayor's scheduler. It was agreed that google docs should be created so the board members can collectively track and create talking points that should be expressed during the Mayor's visit and another doc to list the names and contact info of those people we should be inviting to the tour.

Meeting Adjourned

4:30 pm

Next Meeting

January 17, 2016 at NEWS&ED CDC 901 W 10th Ave Suite 2A