

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

HELD: Tuesday, August 15, 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
Rusty Brown
Macy Dorf
Debbie Stoner
Lindi Sinton
Howard Snyder

Board Members Not Present

Jack Pappalardo
Cheryl Spector

Community Members Present

Aubrey Lavizzo
David Griggs
Veronica Barela
Robbi Farschman

Budget Update

Andrea reviewed the YTD budget, [see here](#). It was suggested that the carryover that was identified at the beginning of the year be kept as a reserve. Andrea will be presenting a 2018 annual budget at the September board meeting. Toward the end of the year Andrea will research accounts with the best interest rate yield.

First Friday Recap

Andrea reviewed the outcomes of the August First Friday event. There was a lot of positive feedback many people were pleased with layout, vendors and the different kind of activities throughout the night. There were no incidents and everyone was covered by insurance. There wasn't enough earned from vendor and sponsors to cover expenses or render a profit. Andrea requested that the board pass a motion for the BID to adopt the August First Friday event. Before doing so it was suggest that we speak to the Art District about our intentions. Veronica suggest grandfathering and possibly trademarking the event with the City. Andrea will be coordinating a meeting with the Art District's new director and talk to the Office of Special Events about the grandfathering option.

GO Bond Process and Updates

On July 19th the same group that met with Paul Lopez, met with Even Dryer to discuss the BID's proposal. Prior to this meeting there was a planning meeting to ensure the message to Evan was unified. At the July 19th meeting we opened the conversation by expressing our extreme disappointment with being left off the GO Bond completely after all our community efforts. We then shifted the conversation to implore Even to assist us with moving our proposal through the Deferred Maintenance part of the Bond. After much talk and deliberation Evan agreed to help us and take on pushing the project forward. It was left open but he committed to putting together another meeting with Public Works and any other necessary departments. Veronica and Andrea committed to following up and setting the next meeting.

PS You Are Here Progress

Between July and August's meetings the issue of the PS grant budget and the BID's matching portion was raised. Clarification was needed to understand how the grant would be used and allocated, here is what was decided;

To recap the Santa Fe BID will be receiving \$10,000 from the City for the PS You Are Here grant and \$10,000 is a required match from the BID which can be made up of hard costs and in-kind. In the originally submitted budget given in the application called for a total cost of \$27,000 which would require \$17,000 out of pocket but this was just a preliminary budget that wasn't completely final, just estimated for the purposes of the grant submission. Based on that assumption the board made a final decision to use \$10,000 from the PS grant to go toward the artist award(s). The other \$10,000 (our match) would be made up of \$3,000 for Robbi's fee and the remaining \$7,000 being in-kind with the possibility of paying for certain logistical fees such as; meetings, First Friday Mural, street closures or other hard costs associated with award with further approval from board. The board was of the overwhelming opinion that if in-kind is allowed in this grant we should take advantage of it since other items are coming out of the Economic Development part of the budget like Mark Raeburn's fee and First Friday expenses.

At August's meeting Robbie clarified what it would mean for the BID to cover some hard costs that would come out of the BID matching part of the grant. She also reviewed the RFP process which will be taking place between August and September's BID meetings. It was agreed that at September's board meeting, after the selection committee has reviewed the entries, that the board would review and have final say on the maintenance plans of the finalists.

Meeting Adjourned

5:10 pm

Next Meeting

September 19, 2017 at 3:00pm - NEWSED 901 W 10th Avenue Suite 2A, Denver CO 80204