

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

Held: Monday, March 20<sup>th</sup>, 2018 at 3:06pm at Semple Brown Design, 1160 Santa Fee Drive, Denver, CO 80204.

**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  
Debbie Stoner  
Lindi Sinton  
Jack Pappalardo  
Cheryl Spector

**Board Members Not Present**

Howard Snyder  
Rusty Brown

**Community Members Present**

David Griggs  
Gigi Garcia  
George Hem  
Roger  
Laura Decker  
Michael Salka  
David Brehm  
Paul  
Mai Wyn  
Amy Phare  
Carol Myer  
David Solomon

**February Minute Approval**

February board minutes were reviewed and accepted. Approval of revised minutes was motioned by Lindi and second by Jack, all were in favor.

**GENERAL UPDATES**

**Website updates** - BID financials are available through links within the minutes that are always available on our website. In an effort to make them more visible Andrea will post the 2018 budget and the P&Ls on a separate link on the website as well.

**Maintenance** - The holiday lights have come down due to the daylight savings. Spring is upon us which means irrigation will be turned on. Electrical issues still need to be resolved on the 600, 700 and 800 blocks. George recommended for the bump outs and other areas where the bump out electricity isn't working that a contractor run a ground wire and install a new electrical box. George will send recommended contractors. Questions were asked about trash removal Andrea reminded the group that trash is removed from the cans 5x a month - once a week and twice on First Friday week.

**P&L Budget Review** - Andrea reviewed the P&L YTD, [see here](#). Last month the board approved \$1,500 toward the installation of pole banners which has not been allocated in the budget, it was agreed to place as an Economic Development line item.

**Improvement Task Force** - Andrea reported that Karen Good with the Department of Public Works is working to launch the task force and will be submitting the final list of chosen committee members to Andrea soon. Andrea will report that list at the next meeting with any new information.

#### **ART DISTRICT UPDATE:**

Amy Phare and Lara Decker gave a presentation on the ADSF's intentions with future First Friday planning. It was expressed that there is confusion in the community as to who is responsible for First Friday planning. Several questions were posed:

How can we work together and unite in our efforts?

Who would be responsible for cleanup?

What is the relationship with donors?

How can we help each other reach goals?

Can we create a proposal between BID and ADSF?

ADSF would like open communication, to work together as a team, unite to have events as one in the community and would like the BID to help with ADSF's August First Friday event.

Lindi explained that at the BID's strategic planning retreat the topic of the direction of events and BID's involvement was discussed. Another item discussed was about the BID's role in promoting economic development on Santa Fe Drive. It was decided at that time, that more information from the constituents was needed to make an informed decision about which direction the BID should go. The BID conducted a survey geared at property and business owners. Over 60 people responded and we have yet to review and follow up on the content of the responses. There needs to be more clarification and identification of roles and responsibilities. We do not want complaints, confusion and overlapping of roles during these events. David wanted clarification the evolution of the BID, business model, best practice and how marketing/promotion will be handled.

A couple of proposals were put on the table for consideration from ADSF:

ADSF takes lead on all First Friday events or the BID works in tandem with ADSF on all future events via a committee and assists with things like clean up after events. Andrea pointed out that the BID does already conduct an extra clean up and trash removal after all First Fridays.

Cheryl would like a clear definition of priorities between BID and ADSF? What are the ways to collaborate?

Jack asked of Newsed and ADSF can they work together for the Luminaries event? What support can BID give to for cultural events and maintenance?

Lindi suggested an advisory committee/forum between ADSF and BID. Should there be a jointly owned group?

Amy from ADSF has requested that the BID give her a decision within two weeks on what direction the BID wishes to go with August First Friday and any other event. Amy also asked if the BID could attend a ADSF meetings, possibly quarterly. BID board members were in general agreement.

### **HYDER CURB CUT ISSUE REVIEW**

Jack updated the BID in respect to the Hyder Construction curb cut issue; stating that Councilman Paul Lopez spoke with the Office of Public Works on the issue but got a definitive no on allowing existing curb cuts to remain. In part this is due to the City and the BID's desire to make Santa Fe Drive more pedestrian friendly, therefore contesting the curb cut issues might disrupt the BID's progress on sidewalk level physical improvements. Public Works is currently trying to get more pedestrian flow and believes that curb cuts will deter this.

The BID agreed that it is important to be fully aware of how the curb cut issue will affect the business and property owners on the corridor in the future. One question raised was, are other projects being reviewed for curb cuts and traffic access? Other issues which come into play are ally conditions since any future major development will be directing traffic to the alleys. What is the city's plan for snow removal, increased traffic, trash dumping, etc... BID members agreed that the BID should endeavor to reach someone other than Karen Good within Public Works to talk about this and get a better understanding of the City's rational.

### **PSYAH**

Cheryl met with the two awardees and needs to verify that we will have access to the vacant lot to paint the mural. Aldofo will be doing the hopscotch project at four locations, Su Teatro, Aztlan Theater and Museo de las Americas. The idea is to use a brick melt process. Over time brick melt does deteriorate especially if walked on, the group agreed that was ok since the project was meant to be temporary anyway. The timeframe for design to be completed are end of March, early April. To promote the project, it was suggested there could be show sessions that showcase the process of art creation from start to finish. The idea of using the transformer boxes along Santa Fe to create an interactive component to the projects with an app similar to Geocache. Debbie suggested asking the art galleries to put the project on their websites to promote. David suggested the banner program look at it as well.

Because of some unanticipated extra cost with the project Cheryl requested an additional \$600 be allocated. There is a motion of additional funding for the PHYAH of \$600. Debbie motioned first and Lindi seconded, all were in favor.

### **Public Comment**

Aubrey announced that the 2<sup>nd</sup> annual Broom Bridage will take place on April 21 from 9:30-12pm and he encouraged BID Board members to be block captains. The event is supported by Paul Lopez's office. A memo will be sent out by Aubrey to everyone.

Event for homeless Veterans - May 19<sup>th</sup>, time TDB, the VOA, CSU Medicine, Denver Health and University of Denver counseling and the CO School of Dental Medicine will be in support of this event. Peer assistance program has raised \$5k. Andrea will recirculate the flyers for this event.

### **New Business**

There is going to be a community meeting regarding the Bernham Yard which is 70 acres that is currently for sale. The meeting will be on March 28<sup>th</sup> at DICP. David will keep the group up to date on any new developments.

### **BOARD CLOSED SESSION**

#### **Board Executive Session**

Executive Session started 4:45 pm to discuss Strategic Planning. Below is a list of actions items to be completed and the responsible party to complete them:

1. RFP's to be consolidated and reviewed by BID Board members. This will entail reviewing proposals from maintenance companies and accounting firms who responded the recently release RFPs. Andrea to send out proposals to BID members as she receives them. Jack and Cheryl will look two entities that facilitate their own maintenance programs to see if it is a feasible option to pursue. These programs are Denver Day Program and Colfax Works.
2. It was agreed to resign Howard Snyder's board seat due to his long-term absence. The following is a list of potential entities/businesses for consideration:
  - a. Su Teatro
  - b. El Noa Noa
  - c. Sandy Carson
  - d. Lucille - CHAC Gallery
  - e. Mai Wyn
  - f. Megan from Gym on 8<sup>th</sup>
  - g. Hair Trip

Immediate action items;

- Resignation letter to be sent to Howard - Andrea to send the letter after Board reviews.
  - Board application sent to the above identified entities - Andrea to follow up
  - Bylaws and Boards and Commissions administrator will need to be consulted about procedure for bringing on new board members - Andrea to follow up
  - Review which seats are open on the DSF committee, Neighborhood seat and school seat.
  - Jack to help with the strategic meeting and collaboration between ADSF & BID on August 1<sup>st</sup> event.
3. Below is a list of several questions and proposed action items for the next strategic planning session:
    - a. Having public information outlining the specific roles of both BID and ADSF on websites.
    - b. Define roles between ADSF and BID.
    - c. Who is responsible for cleanup? Define logistics.

- d. What are the expectations from the community and residents? What is BID's responsibility?
  - e. How to advertise/market in a proactive way
  - f. ADSF will be pulling permit for August 1<sup>st</sup> event.
  - g. Will this be a one-time event or reoccurring?
  - h. Debrief at next Board meeting on April 17<sup>th</sup>
  - i. May 8<sup>th</sup> Strategic Meeting from 9-12pm
4. Cheryl will contact Amy regarding ADSF on taking lead of First Friday event. Follow up next Board meeting.

**Meeting Adjourned**

5:54 pm

**Next Meeting**

April 17<sup>th</sup> at 3:00 pm – Semple Brown, 1160 Santa Fe Drive