

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

**Held:** Tuesday, January 15, 2019, at 3:06 pm at Semple Brown Design, 1160 Santa Fe 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  
Jack Pappalardo  
Rusty Brown  
Lindi Sinton  
Susan Taub  
Cheryl Spector

**Community Members Present**

Erik Isaac  
David Griggs  
Amanda Hardin

**Open Public Meeting**

**December Minute Approval**

December board minutes were reviewed and accepted. Approval of minutes was motioned by Rusty and seconded by Jack, all were in favor.

**Task Force Update**

StreetScape meeting will be next week on January 24, 2019, at 5:30 PM at Su Teatro.

BID responsibilities are to get the word out to take pictures with the #SantaFeStreetscape as was stated in the last BID meeting.

Gaby from Public Works is urging people to walk around Santa Fe Drive and take pictures and post them to social media with #SantaFeStreetScape in the hopes of creating more awareness of what people like and dislike.

Andrea will send email to Gabriella and send out an email to BID members and partnerships to make sure the word gets out. Andrea suggested to LPNA & Art District to promote it on their social media pages to spread the word to the public.

**Open Public Comment**

- What is going on with the banner project?

All ten banners have been sold, the art galleries are receiving graphics to show them what their banner might look like. As of right now, no time estimation is set for the Art District to finish with the banner project because it's being volunteer driven.

Will there be a charge to take down the banners from the CSG maintenance people?

Andrea to find out.

- Historic Denver Effort

Meeting for Historic Designation Landmark Wednesday, January 30, 2019 from 6 – 8:00 PM at Su Teatro.

What does this mean?

An effort to preserve the form and architecture of the neighborhood. The boundaries are from 14th ½ to 11<sup>th</sup> Ave and Lipan to Mariposa, that has 1880's structure residences. Landmark usually covers a whole block.

- Design Overlay

The design overlay effort, Amanda, Jack and David who are involved with the effort are meeting with CPD (Community of Planning and Development). This meeting will go over the regulations and show the design overlay to the property owners who will be affected by it for the approval, conditions or objections. If the proposed overlays are supported by city council and the majority of property owners then it will become part of the zoning. Paul Lopez is in support of the design overlay but because his term is almost over, whoever takes the place for District 3 this design overlay process will be passed on to them.

- Zoning change request / Zocalo Shopping Center Land

The group that owns the Zocalo shopping center and land on Colfax and Kalamath wants the design overlay committee to hear what they want to do with maximizing the zoning on their corner. Their goal is to raise the value of the dirt for future sale of the property. The RNO committee has been very clear about not supporting them if they do not come with a real project or developer because it's two-acre lot and they are proposing max height / twelve-story zoning. It is currently not zoned for a twelve-story building.

#### Art District

The Art District has voted in Shaina Belton as the Board President.

#### LPNA

LPNA 4<sup>th</sup> Wednesday of every month meeting at Youth on Record at 6:30 PM

LPNA has started having a community happy hour before their monthly meetings from 5-6: 00 PM at the Buckhorn Exchange upstairs.

## **Public Meeting Closed Open Closed Session**

### **BID Executive Director Search**

The search and hiring committee made up of Andrea, Lindi and Cheryl has identified the individual they would like to offer the Executive Director position to.

After many interviews the committee is recommending the Executive Director position be offered to Lesly Klein and that a consulting contract be offered to Judy Montero.

Judy Montero has a lot to offer the BID because of her professional background as a City Councilwoman for District 3 which she held for 12 years. The committee felt Judy could offer a lot of assistance through political direction and advocacy as opposed to focusing on the other administrative and marketing needs of the BID. Judy mentioned that marketing is not one of her strong points. Judy also has her own consulting company (Confluence Community Solutions) that she manages and works with different clients. Through this business she helps non-profits navigate the city's systems and make contacts on their behalf. This intrigued the committee and the possibilities of working with her due to our recent stakeholder committee/pilot project, there is possible navigational work to be done that the BID could use her assistance with. The committee thinks the best use of Judy's effort would be for the BID to become one of her clients. A budget of \$10K was proposed to work with Judy. Lindi will reach out to her to see if this will be agreeable.

Lesly Klein has many different experiences and skills that match well with what the BID is looking for as a director. Lesly is willing to be an administrative person and a leader. Her marketing and event experience is very strong. Lesly worked for the Golden Chamber of Commerce for five years and her role was similar to the job description.

### **Motion to hire Lesly Klein as a part-time BID director for \$30,000 on a one-year contract in accordance with the job description.**

Rusty motioned first, seconded by Jack, all in favor. Lindi will reach out to Lesly to offer her the position.

Andrea has offered office space at the Zone, NEWSED's retail space located at 725 Santa Fe Dr, and will train Lesly on all job components through the end of her term.

### **BID board members and status**

Susan- Sent in city application and is waiting for \response

Mark- Needs to resign his position with a written letter.

Erik – Needs to complete BID's application.

Cheryl & Debbie – What is the status?

### **Meeting Adjourned**

4:43 pm

### **Next Meeting**

Tuesday, February 19, at 3:00 pm – Semple Brown, 1160 Santa Fe Drive