



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

**Held:** Tuesday, August 20, 2019, at 3:00 pm at Semple Brown Design, 1160 Santa Fe Drive, Denver, CO 80204.

**Attendance**

A regular meeting of the Board of Directors of the 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 - BOD

Tom McLagan - BOD

Jack Pappalardo - BOD

Rusty Brown - BOD

Lindi Sinton- BOD

Susan Taub - BOD

Jackie Bouvier - ED

**Community Members Present**

Leon Cisneros - Guest

Kelly Plefka - Guest

George Lim - Guest

Amanda Hardin - Guest

Gaby Serrado - Guest

**Approval of July minutes**

July board minutes were reviewed and approved. Approval of minutes was motioned by Lindi seconded by Tom, all were in favor.

## **Business arising from the minutes**

### July Streetscape Pilot Project Summary by Gaby

On August 2, 2019, the Santa Fe Streetscape Design team, members of the community, and Public Works volunteers took over nearly half a block of Santa Fe Drive between 8th Ave and 9th Ave and demonstrated an accurate representation of the design study's preferred alternative using temporary materials. The design reflects the neighborhoods' input by creating a comfortable pedestrian realm, improves intersection safety, and envisions more vibrant public spaces on Santa Fe Drive.

Demonstration materials included duct tape, artificial grass, flowers, and trees, spray chalk paint, stencils, pallets, particle boards, tables, and chairs. Public Works Operations team assisted in making the demonstration more realistic by lending the team curb stops and flex-post actively used in transportation projects today.

At the demonstration, there were several ways for the community to provide the team with feedback on the proposed streetscape design. In all, it is estimated that the project team engaged with 500 to 750 individuals and collected 136 surveys and 374 comments.

View time lapse of the installation here:

<https://vimeo.com/352367040>

<https://vimeo.com/352543493>

A summary of the survey results and comments are noted below:

#### **Question Boards:**

- 97% liked the solution to repurpose a lane of traffic for people walking.
- 31% enjoyed/appreciated additional pedestrian realm
- 42% would use the additional space for eating/drinking and socializing.

#### **Survey:**

- On average, 4.7 (out of 5) star rating of the extended sidewalk space.
- The majority had no concerns about the potential changes.
- Traffic and vehicle congestion was the biggest concern related to implementation.

Action items:

- Threshold data points need to be collected
- Sales Tax from the city collected
- Assess businesses from 8th to 14th

- How much merchandise being sold
- How many people walking through our doors
- Select random business counts
- Data figures (whatever we can provide this year)
- Comparison of business improvement
- Pedestrian counts
- Santa Fe residents attendance (Gaby will work with Amanda)

**Overall:** The traffic modeling went through and there is excitement to get this project done. Next steps are to hold our internal meeting/sharade about what exactly we want on each block. Deadline is Spring of next summer April 2020, worst case scenario have an “aha” party on August first friday 2020. The purpose of this project is to prove to people the positive impact that comes from removing one travel line on the corridor. Project will eventually take 12-13million to complete expand. The bus pockets and locations will be decided as we get closer to the date, this was decided after much explanation of how this will work and look. George and the board gave Gaby very much deserved accolades and well deserved praise for such a great job and volunteer collaboration. All in all, this was a successful event and the turnout was huge, more people than other years.

#### Andrea stats on August First Friday

- Over 25,000 in attendance
- Street closed from 6th to 10th ave (7th and 9th closed form alley to alley)
- 21 Food trucks registered (10 on 7th Ave and 10on the 9th ave) They were absolutely happy with how the night went for them and sold out of food
- Major sponsor Volkswagen (art on the car)
- Businesses that were complementary and service based in total not including food trucks 15-20 vendors on site
- Online signup process

**Overall:** This project demonstrated how well the BID and the Art district worked together and the positive outcome of doing our part of making it all come together. A spreadsheet to demonstrate budget for event will be completed for the next board meeting. The library sets up easels and canvases and paints and has over 500 people do it for free, great experience. Look listen and their participation was amazing, they put together a press release and invited the media and highlighted what was going on and they were the reason why we had such a great turn out. One day should be invited to come to a board meeting. **Learning opportunities:** more officers, more bathrooms, control over galleries serving liquor and letting it out of the galleries.

### Call for Artists process Kick off by Gaby

- The procurement process is starting
- There should be a list by the end of the year
- Meeting the following Thursday at Cine Fe
- National Parking day Sept 21st

### **Committees/Reports/Updates**

#### Property Valuations update: Andrea

- Met with Irene Aguilar at the small business development
- Submitted letter to them
- Amanda, Shaina and Andrea met with the new City Councilwoman
- Do what Lakewood is doing to subsidize
- What are the benefits for being an art district?
- Shaina working with Rino, and all other Denver based Art Districts to go to CCI and great a bigger movement
- Jack won pretty big on his results for property values and it worked out fine

#### The BID & Art District entity combining update: Andrea

- Shaina sent a strategic planning session plan put together by Bill Marino
- May require a match or a financial contribution
- Andrea read email to Board and asked that everyone look at it
- Everyone read the proposal to lead us through it

**Overall:** after a good discussion regarding the proposal and what is offered in writing it is important to include verbiage that allows the two combining entities the opportunity to communicate at any time. Some tweaking needs to be done to the proposal that benefits the combined entities. Board be involved in the final developing before the final say. Once the plan is developed the need to put the two boards together to look over everything and provide input and changes to what has been developed thus far. **Board ask:** Further consultation during and after to have the availability to ask questions, revision of the plan, engagement with both boards during and after as this task force is working on the strategic planning process. Andrea will modify and resend it to the board have the board vote on it online.

#### Executive Director update: Jackie

- Follow up on the NOFA email response to everyone
- Andrea met with someone and talked about the impossible turn around time

- They don't know until next year all we can do is prepare and have all of our ducks in a row so that if an opportunity comes our way we can throw our application in
- 5280: Trail update (their focus was on the marketing and how it will play a huge part in our community and the impact on our corridor) 5-10 years in the making
- Budget Vs. Actuals ready for next meeting
- Working on the proposal with Shaina

#### Ballet Sculptures update: Jack

- Jack received a call
- Removing statues on the 28th Tom is taking 3 and Pepe is taking 2
- Sheraton is paying to take them out and ship them, they need to get foundation design through the city
- They will be stored meanwhile the foundation gets designed, sheraton is paying for that

#### **New Business/Old Business**

- Proposed Energy Tax Bill: Councilwoman Jamie asked Amanda Hardin to come speak at city council meeting on Monday and Amanda invited any business owners to send comments or ask Amanda to well verse them
- SCFD signed a lease in Tom's building - Great of our corridor
- Newsed announcement: New program coming it is a business basics course-program called ventures. Provides all tools from beginning to end for new small business owner. The invitation for the board members to attend and or be a coach was made. This will allow for a creative small business loans program.
- Restaurant is up for lease

#### **Adjournment**