



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

**Held:** Tuesday, September 17, 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  
Rusty Brown - BOD  
Lindi Sinton- BOD  
Susan Taub - BOD  
Jackie Bouvier - ED

**Board Members/Advisors Absent**

Jack Pappalardo - BOD

**Community Members Present**

Amanda Hardin - Guest  
Gaby Serrado - Guest  
Lynda Seely - Guest

**Approval of August minutes**

A motion was made to approve the minutes from the August board meeting as presented. Approval of minutes was motioned by Lindi seconded by Tom, all were in favor unanimously.

## **Business arising from the minutes**

### 2020 Special Assessment Schedule by Lynda Seely

Lynda is our consultant and she provided a yearly update and schedule of events for the 2020 work plan and budget tasks.

- Budget increase (Estimated)
  - 2019 Budget \$107,529.22
  - TABOR Increase 2.64%
  - Dollar Amount of TABOR Increase \$2,841.45
  - Allowable 2020 Budget \$110,370.67

Jackie presented a rough draft budget line item by line item. After the Board went over the budget in a detailed manner a motion was made to approve allowable TABOR increase budget. Approval to move increase was motioned by Lindi and seconded by Rusty, all were in favor unanimously.

### Andrea stats on August First Friday related to Budget

- Andrea went over the event expense item lines reflected on budget
- Budget needs to be updated after Shaina sends final numbers
- The final balanced budget with the August first friday event budget will be included in the budget that will be emailed for BOD voting and approval

### Streetscape Budget?

- Economic Development budget to be included in 2020 budget

### Adopt resolution that proposes the proposed time and hearing for the 2020 Budget

The next Public Hearing meeting will be at the beginning of the next board meeting on Oct 15, 2019 at 3:00pm at Semple Brown.

Tom made a motion to approve the public budget hearing resolution and Lindi Seconded it. All were in favor unanimously.

## **Committees/Reports/Updates**

### Executive Director update by Jackie

- Process of renewing the 2020 Budget update
- CSG - Maintenance management and power washing and preparations for end of year corridor updates. As well as winterization to be completed during the middle of October

- Monthly Newsletter, the Friday following the BOD meeting will be going out for the first time this upcoming Friday, if you need anything on there please inform Jackie and any feedback is welcome
- Dia de los muertos meeting support and connected them with a folkloric dance group. 7:30 pm start time procession from 2nd and Santa Fe to culminate at the Ballet parking lot. Cost if needed from each organization will be \$300
- Business Owners want additional trash receptacles. We need to identify areas of need. We currently have 84 trash cans. Assessment of trash cans needed. Types of trash cans make a difference (audit)
- Fundraising possibilities ask, if you know anything let me know

#### Traffic Modeling update by Gaby

- Pending traffic modeling confirmation
- Modeling coming together in October
- Talk about this at next BID meeting for display

#### Call for Artists process update by Gaby

- Gaby went over the current selection committee members
- Two slots available and our board member Jack Pappalardo will fill one of the spots on the committee
- Amanda suggested Gaby use her name as a placeholder and she will nominate Ann Nguyen to be on the committee filling one of the spots
- Macy will be back up in case someone says no
- Upcoming email with call for artists

#### Streetscape decision change by Rusty

- It was voted before to spread out the streetscape project throughout the corridor. This doesn't really portray what the corridor will look like once it is in its permanent stage. The possible request to change the decision came up. The idea is to concentrate in an area make it look as good as it will so that people can get a better idea of what it will look like and be impressed. In other words, focus on one or two blocks and incorporate elements that will provide a great look and feel including chairs and decor.
- After a thorough discussion the board came to a consensus that the idea to have everyone on every block feel loved (include everyone) sprinkle throughout the corridor but have a fundraising event to beautify one block (adopt a block) to stage or showcase what the end project will look like was a good idea.

- Rusty had the idea to use temporary concrete that needs to be approved by the city. Gaby will continue to provide the streetscape sprinkling but the BOD BID will adopt a block.
- The possibility of applying for a PSYH grant came up with a deadline of Oct 1, 2019 Andrea will talk to Shaina about this as she will see her tonight.

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

- Hire Bill Marino to lead us through proces
- Art District asking for a \$2,000 contribution (formal request)
- The Art District needs a letter of support from the BID
- The question came up as to why they are asking for \$2,000 additional?
- What will the Art District match cover and how much?

**Overall:** After a good discussion regarding the reason why there was a matching request. We decided to have Andrea ask Shaina and update the board.

#### Property Valuation by Andrea

- Andrea has met with the city met with councilwoman
- There was a meeting yesterday that Jackie and Amanda attended
- Meeting update: Amanda and Jackie
- Jackie went over the summary/google doc case summary
- Amanda expressed who was present and she expressed how we were not taken very serious. No solutions came from this meeting. The intern brought information and brought the case study “research” that was nothing more than a link.
- The city basically said that there is nothing they can do. The end result they had was that the BID should expand boundaries and look at their budgets to cover this and help with this burden and increase revenues and help the property owners with their needs. Apply for potential grants. They said the BID should purchase properties and invest. Councilman Cashman can help with affordable housing for affordable housing. Go to him with Jamie and get them both as well as council people at large to have this program for our businesses.
- Tom explained that this is truly a serious situation for our corridor and what potential effect this will have in the next 1-5 years. Tom would love to participate in saving the life blood of Santa Fe and set us up for the short and long term. Combining entities is very important.

- Shaina pursuing a lobbyist True Apodaca if we need the advocacy of what we are trying to do. We need a city initiative and a state level one, a two part approach. Shaina is also connecting with other districts.

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

- Amanda will send the electronic form for Newsletter
- We need another BID Board member
- Follow up with the person at the Ballet Adam Sexton

### **Adjournment**