



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

Held: Tuesday, October 15, 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

Rusty Brown - BOD
Lindi Sinton- BOD
Susan Taub - BOD
Jack Pappalardo - BOD
Jackie Bouvier - ED

Board Members/Advisors Absent

Andrea Barela - BOD
Tom McLagan - BOD

Community Members Present

Amanda Hardin - Guest
Gaby Serrado - Guest
George Lim - Guest
David Griggs - Guest
Lynda Seely - Guest

Approval of August minutes

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

Public Hearing

2020 Special Public Hearing by Lynda Seele

- Went over Proposed 2020 Budget
- Asked for any questions amongst the board members
- No one opposed or denied
- We do not adopt the budget until November BOD meeting
- Motion to approve the resolution as written was made by Lindi and seconded by Rusty. All were in favor. The signed resolution is embedded.
- We officially closed the 2020 Budget Public Hearing

Business arising from the minutes

ADSF/Santa Fe BID Combining entities by Jackie

The Task force has been emailing and deciding on dates to come together and begin the strategic planning sessions. The first meeting will be on October and all information and decisions will be shared with the board.

- David, wants Amanda and the homeowners association to be included and not be ignored. Amanda wants the RNO be a part of the meetings if possible.
- Rusty feels that bringing more people in and using all resources would be important.
- Lindi, wants to know if there is a deadline and why are we trying to do it before the end of the year. Jackie mentioned that the grant provided needs to be used before the end of the year.
- Amanda said she will talk to Shaina and Andrea about it as she would really like to be part of the conversation.

After much discussion the Board felt that it was pretty key and they were all in favor to have Amanda be a part of the discussion and strategic planning process. Amanda will reach out to Andrea to confirm and have a pow wow with Andrea to see if that even makes sense to have La Alma Lincoln Park present.

Call for Artists by Gaby

Call for artists has been released and the deadline for applications is Nov. 15 There were some concerns that came up for the RFQ 5 artists budget. A lot of folks in the city are interested in this project and hopefully we get good people that have great external placemaking experience. We will see how many people apply and the selection committee will decide how many will be chosen. Please share with your circle of influence to get this message across. The push has begun and everyone will have it posted and pushed.

Traffic Modeling/Streetscape Decision by Gaby

This is still rolling along we will be done 60% design modeling by the end of the month, the discussion to identify the proper locations and what we would like on each block needs to take place in November. After much discussion on how to approach the Charrette decision making process it was decided to do the following:

- Walk the corridor
 - Block 8 - Susan

- Block 9 - Jack
- Block 10 - Jackie
- Block 11 - Rusty
- Block 12 - Lindi
- (both sides of the block) Others welcome to help
- Check the corridor for bump-outs, trees, murals, artistry things, buildings that need love and check to see what would suit the block "interesting stuff"
- Document and take pictures and send them to Rusty
- Next meeting will be Thursday, Nov 12th at 3 pm at Semple Brown for a BID Charrette corridor decision meeting.
- Gaby needs the entire board present. At this meeting, we will decide which block will be decorated with art, placemaking or khaki paint.
- At this point, we will decide when to hold the evening public (stakeholder) meeting to present what was decided per block. If they want to financially adopt the block, they can do so at this time.

The idea is to get the charrette decision completed before the selection committee deadline of Nov. 15 for the call for artists. Taking into consideration a possible \$20,000 per block of the budget that has already been included. There is a possibility to get donated paint as well.

- Susan, asked if there would be a poster or sign explaining the streetscape project. Perhaps, a banner or corridor signs to explain what is going on.
- Gaby had an idea to have signs inside the business window with explanations
- Susan, suggested we have PR firm involved with Media and press release, she will ask Look Listen if they would like to help pro-bono
- Gaby will check if we can have a banner denoting the Art District on Santa Fe with Streetscape project info
- Gaby said that starting in January we will need everyone talking about this everywhere.

After much discussion the BID decided to meet before the Nov. 15 deadline and take everything into consideration when making the charrette decision.

Committees/Reports/Updates

Executive Director update by Jackie

- Newsletter is up and running and we are having a great response rate we will try to increase subscribers on the corridor
- Training: I have connected with LinkedIn groups and attended Strategy and Networking group trainings. It is important that I continue to learn and refresh and network to bring Santa Fe corridor awareness and updated information.
- Fundraising Possibilities: I attended the event "Grants in the City" and connected and obtained information that was mostly Art district related. But it was great to see what was available.
- Marketing/Branding: I met with George and he has kindly offered to continue to work with the BID and provide his work in-kind for the BID and help us be

streamlined in our marketing and BID external and internal presentation as well as our packaging. We are very appreciative of his kind offer.

New Business/Old Business

- David, Art district submitted a PSYH grant application to the city last Friday when it was due and thank you BOD for the letter of support for that.

Adjournment

Embedded RESOLUTION

SANTA FE BUSINESS IMPROVEMENT DISTRICT
A RESOLUTION SETTING THE DATE, TIME AND LOCATION OF
THE PUBLIC HEARING ON THE PROPOSED
BUDGET AND SPECIAL ASSESSMENTS

WHEREAS, the Santa Fe Business Improvement District (the "District") provides or will provide certain services to commercial properties within its boundaries; and

WHEREAS, the Board of Directors of the District (the "Board") intends to consider approval of the imposition of a special assessment for collection in 2020 on commercial real property located within the boundaries of the District in order to defray the costs of providing said services; and

WHEREAS, Section 31-25-1219(2), C.R.S., requires the Board to adopt a resolution setting a date, which shall be not less than twenty days nor more than forty days after the adoption of the resolution, a time, and a location for a hearing on the question of the imposition of such special assessment and the benefit to be derived by the property upon which such special assessment is to be imposed; and

WHEREAS, the Board has determined to hold the public hearing required by Section 31-25-1219(2), C.R.S. on Tuesday, November 19, 2019, at 3:00 p.m. at Semple Brown Design, located at 1160 Santa Fe Drive, Denver, Colorado; and

WHEREAS, in order to promote administrative efficiency, the Board has determined to hold the public hearing on the proposed 2020 budget of the District on the same date and at the same time and location,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Santa Fe Business Improvement District, City and County of Denver, Colorado as follows:

Section 1. The public hearing on the proposed 2020 budget of the District and the public hearing required by Section 31-25-1219(2) is hereby scheduled for Tuesday, November 19, 2019, at 3:00 p.m. at Semple Brown Design, located at 1160 Santa Fe Drive, Denver, Colorado.

Section 2. Notice of the public hearing shall be given in substantially the form attached hereto as Exhibit A and incorporated herein (the "Notice").

Section 3. The Notice shall be published once in The Daily Journal, a newspaper of general circulation within the District, in accordance with the provisions of Section 31-25-1219(2)(a), C.R.S. Publication of the Notice shall be coordinated by Lynda Seele, assessment subcontractor.

Section 4. On behalf of the Board, and in accordance with the provisions of Section 31-25-1219(2)(a), C.R.S., Lynda Seele, assessment subcontractor, for the District shall also cause a copy of the Notice to be mailed by first-class mail to each owner of the property to be subject to the proposed 2020 assessment at each property owner's last-known address, as disclosed by the tax records of the City and County of Denver, Colorado.

Resolved this 15th day of October, 2019.

SANTA FE BUSINESS
IMPROVEMENT DISTRICT

By: _____
Andrea Barela, President

ATTEST:
