



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

Held: Tuesday, December 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
Rusty Brown - BOD
Susan Taub - BOD
Lindi Sinton- BOD
Jackie Bouvier - ED

Board Members/Advisors Absent

Tom McLagan - BOD
Jack Pappalardo - BOD

Community Members Present

Amanda Hardin - Guest
Gaby Serrado - Guest
George Lim - Guest
Leon Cisneros - Guest

Approval of November minutes

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

Leon Cisneros CRE Investment Financing - Presentation

He presented on his new construction site on the 1200 block and how he would love to incorporate art and the district's culture into his final project. He wanted to make sure the BID was aware of the process and he's open availability to be in connection/contact.

Business arising from the minutes

Call for Artists update by Gaby

- A selection of 6 artists was done
- There will be a general interview
- Selection committee will determine how many to fund
- No intersection murals due to how many cars travel through
- Murals will be spread out throughout the corridor

Traffic Modeling/Streetscape update by Gaby

- Operational by August 7, 2020
- 60% design by the end of January
- Everything 100% by the end of April
- 120 days max on quick implementation
- January 21st have one block done of engineering design
- Raised platform concerns against moving cars (They are making sure it is crash detirent)
- Everything must be temporarily installed
- We now have extended from 6th to 13th

ADSF/Santa Fe BID combining entities update by Andrea

Strategic Planning sessions with Bill Merino who are leading us with the process.

Sessions have been divided into three sections: Why, What and How.

- Talked about what are the shared values
- Shared value statements
- The majority of the time was spent brainstorming on what the head things of our area makes it unique and special
- History, culture, authenticity and what it means to create art
- We want to have our unique sort of direction.
- Aim to combine entities, financially what does that look like and what does that mean for both entities. How are we going to combine this piece?
- What portion of our budget will we allocate for ADSF
- We will keep bringing this up until we decide how much we will allocate and how ADSF will follow through. Planting the seed one more time.
- Please provide feedback next meeting. We would have had our last session by then.
- Future BID expansion in our future plans.
- ADSF is much larger than ours and that should help us in the expansion.

Ultimately the idea/question was brought up of what our overall outcome or perspective will be to include the RNO. This is something we have not discussed and we don't know

what that means, but it is also something we will incorporate. We are missing that component, merchant association. After much discussion of a budget line item commitment from the BID to the ADSF the board requested an understanding of where the money would come from and how much can be allocated from our 2020 budget. Andrea, recommended that we hold a February BID/ADSF special meeting to provide a presentation of the outcome and have the formal ASK/Proposal. Rusty brought up the possibility of having a lawyer write an opinion describing that we can do this financially.

SCFD meeting update by Andrea

- Andrea and Shaina met with them to talk about the rising property values affecting small business, artists specifically
- The entire background story was explained
- Gary has experience on this issue and has had progress on creating special tax provision in special areas/districts, he has done it before.
- Great “get to know you “ meeting and are on board on supporting us politically and with the combining of entities in our district.

Overall, it is a much larger combination and it would take the city, state and CCI must be part of the conversation.

Committees/Reports/Updates

Executive Director update by Jackie

- Fundraiser ADSF tonight and Andrea will speak on behalf of the BID and speak on the combining of entities so that everyone knows we are coming together and be intentional about what we are doing when coming together.
- The BID provided a \$400 basket to the ADSF fundraiser filled with corridor purchases as we supported our small businesses.
- 700 block update: still dark working on it with the engineer and Xcel energy
- BID council meeting:
 - coming together to petition a new proposed legislation to find a new easier process to petition for BID extension.
 - We learn of what BID's are doing and how they are successful on how they operate and work
- I had the honor of being invited and attended the 2020 Hispanic Leadership Summit at the United Nations as a Colorado representative.
- I am a part of Cohort 9 at the DU Latino Leadership Institute.
- Common consumption, where do we stand and what will we tell the media?

New Business/Old Business

- Rusty brought up what board members term ends on 2020
- Lindi, we need to renew some time in January
- Board members to go online and complete renewal with Romaine Pacheco

Meeting adjourned

Next Meeting will be 1/21/2020