



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

**Held** Tuesday, December 15, 2020, at 3:00 pm via Zoom virtual conference

**Call to order** Facilitator Andrea Barela called to order the Board of Directors meeting of the Santa Fe BID.

**Roll Call/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:

<b>Board Members - Present</b> Andrea Barela - BOD Tom McLagan - BOD Lindi Sinton- BOD Adam Sexton - BOD Jackie Bouvier - ED Rusty Brown	<b>Board Members - Absent</b> Susan Taub - BOD  <b>Guests</b> George Lim Gaby Serrado Shaina Belton Aneesah Ettress Ben Chavez
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**Approval of minutes from the last meeting**

Lindi moved a motion to approve both October and November minutes. Tom seconded the motion and all were in favor as the motion moved forward as approved.

**Board Elections Update - Andrea**

Andrea brought up the fact that this is the end of the year and we need to hold elections and take positions as board members. The question was brought up, when can we or should we hold elections for positions? The decision was made after the discussion below.

The suggested slate of positions presented by Lindi Sinton was as follows:

- Andrea Barela continue as the president of the board
- Adam Sexton as Vice President
- Tom McLagan Treasurer

- Susan Taub as Secretary
- Lindi Sinton as board member
- Rusty Brown as board member

The slate as mentioned above was moved by Lindi Sinton as a motion and Rusty Brown seconded the motion and it was open for discussion. After the discussion of the VP's role and the proposed slate, the decision was made to have elections at the end of every two years. All were in favor to accept the slate as mentioned above and the motion was approved by the entire board present for all slate positions.

## **Open Issues**

### **Gaby - Streetscape Project**

Gaby provided the latest update on the Streetscape project. Planters have been placed and pretty much the project is at 90% complete. As there is a need to install last elements due to snowfall. The only artist who needs to finalize his mural is Alexi as he ran into several issues due to his design not working out on the asphalt. Depending on the weather he will finish this year or the beginning of next. Keen construction will wrap up and come back in the spring to put in plants. For now, the BID is welcome to put anything into the planters. Nothing can be put in there during the winter time. The discussion was brought up to think about some options to place something inside of the planters so that they don't look like empty receptacles to attract trash. A quick call to attention is that most of the murals have been already wearing and tearing due to the amazing amount of dust that the corridor gathers and the dust that settles from the car traffic.

Metrics update meeting: A group met to measure the success of the streetscape project according to the metrics Gaby has put together. A lot requires help from the business owners and people's perception. Most of the tasks needed and metrics will start to be collected by the spring and Gaby will continue the meetings so that we don't lose momentum.

## **Committees/Reports/Updates**

### **Andrea - ADSF/Santa Fe BID Task Force**

- The first round of funds was released at just over \$29,000 and have enough to do a second round of funds.
- Second round will happen at the end of January beginning of February

### **Shaina - ADSF Updates**

- Shaina is working with Ben on creating a parking map and is waiting to hear back from Gaby and the initial draft needed. Next update in early January. She will hopefully have it ready to give to businesses by the end of January. She will touch base with Hadley
- Resend \$1,500 from Wayfinders as they are moving out of the district. This will be reallocated.
- New employee Aneesah Ettress doing a wonderful job
- Virtual data will be minded and placed in one marketable opportunity to have people come back to the district

- Artists group coming into the district wanting to install a work of art “Flags of hope” in the district to allow people to provide messages of hope to reclaim the flag and the space to have a collective visual on the district for one month and bring people back. Shaina reached out to the selected buildings and wanted to install bumpouts.
- The BID board and ADSF have something that memorializes Jack’s value created for the district. How can we give him the credit that he deserves, ideas? Shaina has received many ideas and she will hone in on which are more doable.

### **Executive Director update by Jackie**

- Maintenance crew comes on a set weekly day, Tuesdays are their set date for trash pick up and corridor maintenance with a Friday run through.
- Trash receptacles will be discussed and I am awaiting more information from Anthony at MDLDC to make decisions for new trash receptacles and possible ways to get grants to take care of this priority.
- Tom did a corridor walk through and noticed some over spilling trash areas and homeless issues.
- A leak across the street of the El Noa Noa restaurant and MDLDC has quickly addressed the situation and shut water off at the meter.
- We have a new accountant again, Wlpfli has given us Rachael and she has been working with us for a week
- City Council district budget all went well and we got out budget for 2021 through
- DOLA - The BID was made aware of how the grant we applied for as a BID was spent and now we have been reimbursed and have helped the corridor businesses as we allocated a great sum of the grant to the COVID relief fund we started. As a BID we have been supporting with money and messaging.
- If a banner is not available Su Teatro would be available to provide a positive COVID related positive message.
- Ben had the idea that smaller banners potentially can be handed out to businesses as well.
- PP&E could be a possible way to spend the DOLA money for the corridor need, Ben will let Jackie know if they have extra PP&E

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

- Ben will bring any information as needed to be brought up to council woman Torres. They will be closed until the new year.
- Sunken Garden updates are that the survey is out and it has been shared on social media platforms and please feel free to share.
- What is the update to the banner for the corridor in getting the banner up? Vanessa emailed Jackie and she has been waiting on the fire department. The BID is getting the support needed as of now from the city.
- Andrea feels that we can possibly use the Su Teatro for messaging for Jack as well
- Tom, in terms of starting the search for new board members, is there a time frame for this? Jackie to follow up with BOD with rules of who can be a BOD member. Who can

be the pool of voting members (See Answer and attachment) “Yes, this is correct. One important distinction is that individuals who reside in the BID, or own or lease property are electors. If a property is owned or leased by a legal entity such as an LLC or a Corporation, that legal entity must designate an individual as its ‘designated elector,’ since legal entities aren’t people. But the designated elector can be changed at any time – there’s just a simple form to fill out and sign”. We want to keep it as broad as we legally can.

**Meeting adjourned**

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**The next meeting will be 1/19/2021**