



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

**Held** Tuesday, February 16, 2021, at 3:00 pm via Zoom virtual conference

**Call to order** Facilitator Adam Sexton called to order the Board of Directors meeting of the Santa Fe BID. Andrea Barela joined late and finalized the meeting.

**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><u>Board Members - Present</u></b>	<b><u>Board Members - Absent</u></b>
Andrea Barela - BOD	N/A
Tom McLagan - BOD	<b><u>Guests</u></b>
Lindi Sinton- BOD	Deputy DA Tim Hoffman
Susan Taub - BOD	Joshua Shaffer, Tino Romero
Adam Sexton - BOD	Erika R. Martinez
Rusty Brown - BOD	Gaby Serrado
Jackie Bouvier - ED	Geroge Lim

**Approval of minutes from the last meeting**

Rusty moved a motion to approve minutes. Susan seconded the motion and all were in favor as the motion moved forward as approved.

**Guests Updates**

Deputy DA Tim Hoffman - Update form the Denver DA's Office

Prosecutors from office provided a brief update and answered questions. Jury trials start again in April 2021. There has been an uptick on crime and the DA is working with the Denver police department to mitigate the problem. The concern of encampments and what the update is after the pandemic and current situation to remove the encampments was brought up. However, the district does not address this the mayor's office does. There was a ruling that there needs to

be a 48 hour notification and the lawsuit is still ongoing. The only time that the DA gets involved is when there is a crime committed in those encampments. Otherwise, the city attorney's office would have more understanding on the legal side of that. There is a newsletter that anyone can sign up for to have an opportunity to get involved or obtain more information. The goal is to educate the public and participate in the criminal justice process and involvement.

#### Joshua Shaffer and Tino Romero -Center for Employment Opportunities Updates

Both speakers spoke on who they are and what they do. National Nonprofit organization that helps people who are recently out of being incarcerated get a job. They do work like beautification, graffiti removal etc.. The reason to come is to inform us that they exist and are available to help. The model specifically is a four phase process. The mission is to provide immediate effective comprehensive employment services. Phase 1 - Provide a week long training for participants that come into the program. Phase 2 they go on to transitional work crews with the Colorado department of transportation. They are partnering with the Food Bank of the Rockies. Phase 3 is job coaching, job placing. It is important to get them immediate payment but the idea is to get them a permanent job. Phase 4 is the last phase and it is called retention services. They have services for an entire year after they have been placed, primarily to ensure the participants success. They operate in 30 cities nationwide and are able to send crews out wherever. Typically a crew is composed of 3-5 workers and a site supervisor and have their own vans. They provide all of the equipment for power washing graffiti or light landscaping work. They also provide all admin support. The workers are paid daily to help the workers get stabilized.

#### Erika R. Martinez - Director of Communications & Community Engagement

The library attended our BID meeting to share a committee opportunity to be a voice for the community! They got the opportunity to re-name the library. The Denver Public Library is currently looking for diverse community members to be part of the Byers Branch Name Reconsideration Community Committee. This was after the city was exploring the history names of statutes, parks and rec centers including branch names that should bring concerns. The William Byers branch was a supporter of the sand creek massacre and as the owner of the Rocky Mountain news he remained committed to being pro sand creek even 15 years later. As a result, they had conversations and developed a blueprint of how this would go about in having the opportunity to rename the branch. After much discussion they decided this to be a community committee process that will help them through the process. The call to action is for members to participate and consider participating for a 6 month process.

## **Open Issues**

### **Susan - New Board Members Search and Updates**

Andrea Schumacher is not interested as she is spending more time in Santa Barbara where she is also working, as a result she declined. Wes and Adam are sitting down to chat next week, hopefully next month he will be on the call. George Lim is in attendance and interested. Susan asked George to share why he would like to be a part of the Board. George has been on several organization boards including the Art District and other cultural organizations where he sat as an officer. He has the board understanding and he feels he adds that. As a professional he is an environmental graphic designer and works in many municipalities and work doing wayfinding. By being able to work with other municipalities and cities as well as districts he has that insight that helps us as a BID with branding and best practices. When he moved his office to Santa Fe on the corner of 9th and Santa Fe, he absolutely wanted to be a part of the leadership and give advice. He's business is in the district and wants to be involved as much as possible. George feels that the key priority is activation to get people back on the strip and being able to collaboratively work with the Art District and local businesses.

#### Board Discussion:

The floor was open for a discussion amongst board members regarding George Lim. After much discussion Lindi motioned to have George Lim submit an application to the city and Susan Seconded the motion. All were in favor of having George Lim become part of the BID board.

#### Gaby - Updates

There was discussion about 1010 Santa Fe as they got approval from the city for permeable pavers. Andrea and the contractor along with Gaby have been going back and forth with the situation as the pavers do not match the existing ones. The pavers were approved to allow the contractors to include space to plant trees and provide them an opportunity to be successful and live. The issue is that the contractors were not reaching out to the BID prior to development. They must involve the district and include the BID in the conversations. On the other hand, there are no design standards to abide by in place for the corridor. This is something that needs to be researched or created and Gaby and Jackie will work on this offline. After discussion it was decided that we need to have an overlay design plan that we can enforce to all developers and we need to have someone attend or be part of the pre-construction meetings to go over TEP and be working together to see the details.

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

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

- Small business relief fund updates. There will be a tutorial on how to apply and how to follow steps to apply.
- Testimonials have been gathered and they will be sent out to everyone.
- We are hoping to raise more money to help more small businesses.

### **Shaina - Art District on Santa Fe Updates**

- Unable to attend

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

- Working on a 2-5 year plan and taking a pulse on the corridor while working hand in hand with Shaina and Gaby to obtain the proper metrics as needed.
- Banner was approved for corridor we are still completing the process
- Maintenance & trash receptacles updates:
  - We need to add an additional day a week and adopt the amended contract with MDLDC
  - The maintenance budget will increase by \$9,824.62 for the year if we decide to add an additional maintenance day. This will have to come out of our reserves. We have already used \$18,409 from our reserves. \$8,584.38 is what we have remaining in our reserves for 2021. We will decide via email.
- Working on RREO dual trash bins Grant with Anthony as the lead from MDLDC
- MDLDC Maintenance updates and concerns
- Radiant Lighting updates, poles are being worked on
- Wipfli Accounting updates

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

- N/A

### **Meeting adjourned**

Meeting Adjourned

**The next meeting will be 3/16/2021**