



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

**Held** Tuesday, August 17, 2021, 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:

<p><b><u>Board Members - Present</u></b>          Andrea Barela - BOD          Tom McLagan - BOD          Rusty Brown - BOD          George Lim - BOD          Lindi Sinton- BOD          Susan Taub - BOD          Jackie Bouvier - ED</p>	<p><b><u>Board Members - Absent</u></b>          Adam Sexton - BOD</p> <p><b><u>Guests</u></b>          Councilwoman Jamie Torres          Ben Chavez          Gaby Serrado          Shaina Belton          Officer Cooper</p>
---	--

**Approval of minutes from the last meeting**

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

**Approval of the Agenda**

Susan motion to approve the agenda and Tom second to approve the minutes and all were in favor as the motion moved forward.

**Guests Updates**

### **Councilwoman Jamie Torres**

Andrea provided background on how Santa Fe BID has been working on the Streetscape project initiative for a few years and specifically the staging of the Streetscape project since 2020. On behalf of the BID, Tom, his team and Andrea worked hard on creating a multi page document to provide to councilwoman Jamie Torres with relevant information that will help better understand why we are great candidates for the RISE BOND. Andrea reached out to Councilwoman Jamie Torres regarding the RISE BOND and as our guest today she provided the following updates.

Jamie was very grateful for the content provided to her and the at large team and reps. She has been serving on the executive committee for the BOND to offer recommendations based on multiple tiers of capital improvement projects as well as working closely and having one-on-one conversation with the department of finance.

- District 3 has a ton of work that they are advocating over all in tier one. Our district ended up with nearly a third of the projects due to either existing prioritization or due to the 3 year or 6 year capital improvement or advanced prioritization.
- Santa Fe BID Streetscape project is in her top priority. There are about four projects that absolutely need to be funded. She is looking at community needs based on transportation and infrastructure as well as community amenities.
- Four major projects at its full funding and this is one of them. Jamie advocacy is at the 24 million to make sure the whole corridor gets done
- Her other top priority project is Westwood on Morrison Road which would be getting the remainder built out for safety improvements.

Complicating factors to take into consideration that would use up half of the BOND:

- Mayor projects
  - National Western Arena to be funded
  - 1909 public market building to be funded
- 200 million dollars total costs for these two projects

This is the reason why it was asked if any projects could be done through phasing. For example the breaking up of the total amount that would be received for projects and in the case of the Santa Fe Streetscape project, this is where the 13 million was raised. As well as to complete areas of the project in phases, for example, completing blocks 6th to 10th first for now. One of the factors that she is unsure of is if there would be additional funding for transportation and infrastructure. As they are looking for a trillion dollar or multi million dollar package that they are trying to get through congress. However, at this point they just don't know enough to know if this is a sure thing.

Council members are still waiting to decide if they would be willing to support a BOND due to the following:

- A. Support a project with the National Western Project on there
- B. Do they have enough district projects to have a BOND at all

Some talking points for the Santa Fe Bid to use would be to agree that we definitely need a BOND as it provides immediate construction jobs and demonstrates what the BOND builds, business support, development support. Demonstrate that we are a district that needs that and will return that investment to the city. Basically, prioritizing the need and recovery dollars that are generated through jobs and economic benefit on the Santa Fe corridor.

As a BID we will continue to get support from the community as well as letters of support will be collected and we will continue to demonstrate the need we have for this BOND. Some key factors to include on the letter of support are stimulus, investment of jobs and long term improvements. They are looking at this as long term economic activity. The safety of the corridor as a long term return back to the city.

After much discussion and understanding of what the bond is and how a General Obligation bond works (it must come through council by August 30th and it has to be approved by the council), Councilwoman Torres suggested we circle back around to Councilwoman Kniech and Councilwoman Ortega. Overall, she mentioned that this has been a bit of a complicated conversation with council members. She also encouraged our team by informing us that we are on the right path for this process. Councilwoman Jamie Torres will reach out to Councilman Clark at the Baker district, with a possibility of having Jackie, Andrea and Shaina meet with him for an update on the Streetscape project.

#### Letters of Support

- When writing letters of support please write them directly to Denver City Council and the Mayor's Office
- Tom will write two templates for others to use when writing a letter of support
- Include top priority neighborhood support information
- Submissions of letters to be sent to Jackie
- Request and Commitment from every Santa Fe BID Board member to write a letter
- A petition was brought up to the table that can may be held at August First friday

#### **Stats from Officer Cooper on behalf of Commander DeSteffany and Rob Gibbs on vacation**

Santa Fe BID area updates:

- Calls from June 12 to July 10 from 6th to colfax
- Two road rages that turned bad, one involved a firearm
- One person accidentally cut someone off and that person jumped out and punched the window
- Two auto thefts on a motorcycle
- Kingsoopers had several incidents, someone took a firearm that was left in the vehicle
- King Soopers somebody threw rocks in a pot and then there was an assault
- One burglary at the Asian Bistro, a juvenile went in open the register took money and walked out, there are pictures of him posted
- One attempted auto theft, where the owner of a vehicle was vacuuming her vehicle at a gas station and someone jumped in the vehicle and tried to take it.
- When fueling your vehicle or vacuuming it is good practice to keep your keys on you and lock it.
- There is a national event on August 3rd from 5-9 PM called National Night out, you are all invited.

## **Open Issues**

### Gaby - Updates

The Denver Water project had to move the planters, Construction PM filed a complaint against them because they emptied them on the street. They should be replacing them once their project is complete.

### Ann Nguyen

Leads the 5280 Loop, she has \$20,000 that can be funneled through the RNO and funnel the money to the district. If there is money left, maybe think of post august first friday opportunities. Here is the link of where the loop runs and what it is

<https://www.downtowndenver.com/initiatives-and-planning/the-5280/explore-5280/>

Leads overlay, some board members were interested in learning more about what the overlay entails and how it is going to be adopted. The Board members would like to receive an update. There was a presentation in 2020 given to the Santa Fe BID by Ann. However, she can share the pdf that was shared a year ago and ask city planning to join for another presentation for a follow up to last year's presentation. This has been in the process for three plus years and there is a need to go over it and discuss in more depth. After much discussion, George and Andrea decided that they will coordinate and send out three dates to have an overlay presentation meeting outside of the normal BID board of directors meeting with Ann.

## **Committees/Reports/Updates**

### Susan Taub Construction Updates

They have a new branding marketing company and they are naming the building POP Denver. They will be doing a mural on the side wall and loved Shaina to help out to have interviews of some artists who do POP art.

## **Executive Director update by Jackie**

- The collection of corridor metrics has begun, I have been going business to business having conversations with business managers, owners and tenants. Creating a database and proper updated information on our corridor.
- Some complaints came up and having one-on-one conversations with people has been good to listen and be there for them
- ADA complainants of change of parking will be completed in approx two months
- Some parking issues and complaints and stakeholders wanting to have conversations
- Parking map on website and has been sent out via newsletter
- We have had specific meetings on new art district members and corridor collaborators
- Asked for updates from construction sites to have a section of the newsletter updated with this to inform our stakeholders and corridor
- The money we had saved for the banner \$408.57 was sent into the covid relief fund third round since it will no longer be used for the banner purchase.
- Some planters were emptied and moved, this will be taken care of soon.
- Uptick on graffiti stickers and tagging and the maintenance team is following up after the first friday.

- Irrigation system busted in front of el noah noah and there is a cost to fix it.
- Poles updates, caissons are in and the poles will be going up this week.
- We received an update on the accounting information however, the monthly cost seemed a little high at \$600
- Consistently supporting in whatever the needs are for the RISE bond and august first friday

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

- August First Friday, moving forward to produce and every application has been submitted to the city and all has been approved for street closure and host the event
- Focus vendor enrollment for food trucks
- Sponsorship packet circulating to get some last minute sponsorship
- Volunteers needed for that night
- Areas on Avenues for vendors who come in without notice
- Extra security and extra care
- The major stress will really be not to let people out their front door with alcohol
- Support and volunteer with dropping off letters from 6th to 10th avenue and alleys are open
- Ben will help get the neighborhood notification out and volunteer
- Street closure at 3:00 PM and it is a huge and safe improvement from prior closure time

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

- Complaints about first friday received in regards to the alcohol on the streets and random vendors selling alcohol on the street. There will be a member meeting informing everyone to not allow people to leave their area if they purchase alcohol
- Parking map will go out again in the newsletter and it is on the website
- DenKet, is a group that hosts a variety of artists and will have pole dancers and music speakers on the roof, not produced by us
- Wrapped up hiring process and Ana Paula Pinto has been hired as the new art district coordinator and she gave a quick introduction and said hello [anapaula@denversartdistrict.org](mailto:anapaula@denversartdistrict.org)

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

- A couple of board members feel that the bump outs were ignored and they look bad. Lots of weeds are still in the tree wells and the trees are starting to dry due to lack of water or the beetle situation. The maintenance group may not be doing the job it was signed up to do.
- Maintenance issues are pretty obvious, things are simply not taken care of to the specifications.
- Make sure the health of all the trees is up to par, infill them with the dirt they have lost and at least get some mulch in there so that it looks nice. Trash is being picked up from trash cans but not from the gutter or corridor.
- We may need to get the arborist out to check on the trees and have a reassessment of the corridor.
- Periodically photograph and document the condition of some of the spaces that our maintenance crew is missing.
- Update on stolen stuff at the Hyder building, cops found the perpetrator and they prosecuted him

- The letter for the community complaints has been completed, George will review the letter before it gets sent out.

**Meeting adjourned**

Meeting Adjourned

**The next meeting will be 8/17/2021**