



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

**Held** Tuesday, October 19, 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></p> <p><b><u>Guests</u></b>          Shaina Belton/ Ana Paula Pinto          Lynda Seele          Officer Gibbs          Antony MDLDC</p>
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**Approval of minutes from the last meeting**

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

**Approval of the Agenda**

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

## Guests Updates

### MDLDC - Proposal, Maintenance Contractor Updates

The update opened with an appreciation for the opportunity and the MDLDC, Anthony informed us that this is the first contract that they take as contractors that they are not on site every day of the week. Anthony apologized for not coming clean last first friday. This will not be an issue moving forward. The Executive Director and MDLDC have worked together to make sure that this doesn't happen again.

- Irrigation in chamblles, back flow lines damaged
- MDLDC and ED identified the shattered PBC lines refurbished and replenished
- All backflow devices rebuilt, tested and ready for new possible planting in Spring issues have been taken care off.
- Restandardized all the painting, electrical boxes, bumpouts and bollards.
- Standard pallet, in place to have crews clean and remedy issue quickly
- Issues of trash overflowing during the week and when there are events
- Trash receptacles, MDLDC applied to two grants and have received the dual recycling units in the past for other corridors. However, we did not receive the grant for the Santa Fe corridor. Response from these grants, the pool is larger and we did not obtain these grats. However, if we get them MDLDC will provide a pool of credit for this and then in return get reimbursed. ED and I chose beautiful receptacles that work great with us.
- City Forestry, MDLDC works closely and has a long standing relationship. Smart Ash program, MDLDC has a verbal and written agreement to work with the BID to supply trees and replace the majority of the dead trees and empty tree areas. A list has been built for 2021-2022 and negotiations have been done. A total of 10-21 identified tree sites as vacant and need replacement in the cost savings of between \$3,500 - \$8,000. MDLDC tagging a high quality tree, procuring the tree, bringing it to site and planting on site. Denver forestry has offered to stump, grind and remove large trees. Any ornamental or relatively short MDLDC will do.
- Planters, The city has identified the program as watering every other week depending on the seasonality. However, the planters demand a lot more water than what the city said. The overall observation is that the grass is successful but the flowers are not as successful, too hot. Some planters have been decorated with fake flowers that have been removed. In Terms of graffiti the planters have done well in terms of graffiti. Only one has been hit by a car and is physically damaged, perhaps due to construction.
- Some construction planters were never recovered as the plants were found in the middle of Santa Fe.
- A learning experience as to what the corridor needs, contract services, and needs.
- Leaf blowers, corridor owners will stop crew members from using leaf blowers. An employee was short to a property owner and he was let go. Please just let me know how we can best help you. No nasty grams out in the public, as a board we will work together.

After the updates and the recap of the work MDLDC has been doing, the proposal was shared and what that would include, including the new approach to put out temporary extra trash receptacles. They showed a 6% increase just for cost of living as inflation grows overtime. They are working at cost and they empower at risk youth aging individuals discriminated by their age. A question that came up was regarding the BID budget as it is tight and we went from one day a week to two days. If we had to cut back a portion of this, how would we do that? Are there weeks that we can cut back on? Cost saving is paramount for all groups, in every area. MDLDC expressed how usually you would look to find cost

savings in materials, as the other areas need to have a crew at the corridor intervening. MDLDC wanted to take some time to think about the way to implement cost savings. Being there less you can't make a decision without impacting the outcome. However, the thought of less trafficked months selectively chosen was brought up to have a crew there during the most trafficked months. Other words, perhaps having less people in the winter and more during sunny seasons. However, even winter months do have a lot of vandalism and graffiti. George likes the model of putting people back in the workforce, and groups like the BID should help out and he supports and applauds the model. After a brief discussion, we will have to look at a season depending on the relocation of the budget.

### **Officer Gibbs - District Updates**

Not much significant that is alarming. La Alma, Lincoln Park area has class 1 calls and that is when someone picks up the call and calls police. Class 2 all is when the officer initiates it themselves. In the first 28 day period there were 199 class 1 and at this time there were 231 with an increase from the previous 28 day period. There was about a 60% increase. Class 2 calls the previous 533 and the current id 427 with about a 20% drop and change. Officers have precinct integrity and they are assigned and want to be responsible and patrol their area for either class 1 or class 2.

- District 1 YTD crime report: 1/1/2021 - 10/17/2021
  - 3% drop in violent crime
  - 37.5% rise in property crime
  - Total crime 15% increase
  - This has been the case of increase since the pandemic started

A question, cause and effect. Jails not keeping offenders in jail long enough. Are these increases normal or are these specific to cause and effect? This is still happening, unless it is a violent assault they are just not being kept in jail. Also, two academies are going on as they are still trying to refill the ranks and get more officers on the street. A lot of changes to society due to the pandemic. Many other factors have contributed to the increase. Another question was that when the homeless population gets moved out of the civic center park they scatter, is this factor, have you seen this? Officer Gibbs did feel that this is the factor as the homeless population is involved with a lot of the thefts. To support the habit they need something of value, for mental health needs and self medication. Tents are popping up and it is a cat and mouse, they always go back even when they are moved.

## **HEARING**

### **Lynda Seele - Public Hearing**

First, the budget was discussed, the focus on MDLDC was significant as this is the bulk of our budget and has a significant increase, the original proposal sent out from MDLDC was \$54,425.04 and this is important as Andrea, Tom and Jackie met to discuss the budget to make sure we break even. We went line by line and updated as best we could of what the 2022 budget will look like. We overviewed the Budget line item by line item and how each line item affects the overall budget.

The subject of the MDLDC proposal conversation was brought up for a new proposal based on the opportunity of scaling back on labor during the colder months to shave back if possible. After much discussion, the decision was made to ask MDLDC to bring down the amount by the difference in budget that will help us break even. To net at zero we would have to budget at \$52,600 for maintenance crew line items. A question on how the event brings money in and if there are other ways to bring money in.

The discussion moved on to possible options. Without beverage sales, the ability to increase profits is hindered as this is usually the bulk of the sales at other events. Working together on the first Friday event is a great economic benefit and it is worth it even if we break even. Overall, the decision to stay at a more conservative approach was made. Overall, the decision was made to go with the budget as proposed and move forward with the resolutions. We will have an open meeting at the November meeting.

Lynda read the resolution and George motioned to approve and Tom second and all were in favor. Taking the 2021 and 2022 increase is at 25% and that is because a decrease was taken before. The Public Hearing portion was closed.

## **Open Issues**

### Tom - Sponsorships and Fundraising

After the last meeting we wanted to make sure we brought this up and thought about how to make money and fundraise for next year. The idea was agreed upon to start another committee with Shaina and move forward from there.

### Andrea - Open Board Seat and exit of Adam Sexton

The question was brought up to see if there could be a replacement from the ballet. There was discussion to see who can be a good fit to serve on the board. There was a discussion of a request from someone else at the ballet. Tom will take an action item to ask and find out what options we have. However, if there are other ideas or other individuals, they can be asked. Some potential candidates brought up were Bonfils, SCFD, Holland and Cheryl. Board members should submit a list of possibilities and 1-3 names of possible Board of Directors to ED.

## **Committees/Reports/Updates**

### Andrea and Shaina - Task force

- Main collaboration is to get the small business relief fund money out to small businesses, nonprofits and artists

### Shaina/Ana Paula OUT - Art District on Santa Fe Updates by Andrea

- Brief update on the pilot program: The artist in residency program, pay three months of studio and business class through Newsed with a pilot artist selected, Bryce, multimedia painter and collage artists will start Nov-Feb 2021. A new set of artists will be selected every quarter and will take a 8 week basics business course. A great official program outside of an event.
- Art District finalizing fiscal year end budget next month
- Shaina's term is up in march and she will move out from president role, any good recommendations are welcome
- Warren current VP roles off at end of year
- 1st fridays are great thus far, curved drinking issues
- Bringing third friday events back, much smaller but these events will start to be marketed again
- Small Business relief funds opens 10/20 and closes Nov. 10, will consider loan forgiveness as this is the only change to the qualifications

- Newsed being able to partner on this is a big thing as the pilot artist will start next week on his 8 week basic business coats. A great partnership and hope that this will provide some sort of a flagship program to help fundraise down the road.

### **Executive Director Updates**

- Complaints were addressed and sent over from Ana Paula via email (1) Trash overflow, (2) DJ booth on a roof complaint late night loud music.
- Tim Correa wants to be removed from the property taxes. He has received the application for a relief fund from Shaina. He had his own artificial plants placed on the city planters and there are guidelines to abide by with the city. However, it was agreed that they cannot be there as that is city property planters. "If I catch you stealing my flowers you S.O.B! you will be punished" sign needs to come down as it is not appropriate and it is a city planter property. Jackie will continue to have a conversation with Tim to make sure he understands the reason why the rules exist for everyone in the corridor.
- Shaina emailed Tim about the application and she will email him again and is happy to help him as much as she can.
- Stickers have been removed by MDLDC as well

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

- Susan updated us on receiving submissions, the form is out there, still looking for more artists to submit for the POP mural. Need more submissions if possible. Everyone is helping get the word out.

### **Meeting adjourned**

Meeting Adjourned

**The next meeting will be 12/21/21**