



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

Held Tuesday, June 15, 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><u>Board Members - Present</u> Andrea Barela - BOD Tom McLagan - BOD Adam Sexton - BOD Rusty Brown - BOD George Lim - BOD Lindi Sinton- BOD Jackie Bouvier - ED</p>	<p><u>Board Members - Absent</u> Susan Taub - BOD</p> <p><u>Guests</u> Officer Miller Gaby Serrado Shaina Belton</p>
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Approval of minutes from the last meeting

Adam motion to approve the minutes with ED updates changes and Tom second to approve and all were in favor as the motion moved forward as approved.

Approval of the Agenda

Andrea asked to add the Go Bond issue to the agenda and George motioned to approve the agenda with the add on and Tom seconded the approval and all were in favor.

Guests Updates

Stats from Officer Miller on behalf of Commander DeSteffany

Santa Fe BID area:

- April 13 to date there were 27 occurrences and 52% of those were property crimes 5 of the 27 at 18% were violent crimes and 30% public order crimes.
- On the other side of that, citizens have been calling for police services 125 calls and out of that 110 were citizen initiated, 12% or 15 calls were officer initiated by patrolling officers. 12% of those calls were for alarms.
- For the month of May the biggest calls from citizens in our area were alarm calls being a total of 15 alarm calls. As well as burglary, disturbance and 3 indecent exposure reports. Then there were 3 narcotics calls. Auto theft, burglary and criminal mischief from April 13 to June 12.
- Graffiti is always an issue, it has become really bad. There are actual wipes that work really well to remove graffiti, they are called safewipes. We will share this tip with our maintenance group.

Open Issues

Andrea and Gaby - Go Bond Updates

What is the level or amount we should be targeting for the streetscape project?

Our ability to achieve the level of funding that we are needing to make for improvements that we are pushing for permanently, is being threatened because the city may feel that our 22 million dollar price tag is high in comparison to Morrison Road that has been scaled back to 10 million. However, there are differences in both Santa Fe Drive and Morrison Road. This means that we need to really lobby for the 22 million that Gaby has been pushing for. The amount of work and infrastructure that has to be completed to make this project viable in our district needs that 22 million.

- We need to begin lobbying our city council, Jamie Torres and our city council
- The board needs to do everything we can do to be at the forefront
- Other groups need to be present and support this effort
- The ask was made, who is willing to help lobby
- The need of having more understanding of what the 22 million would cover, is important
- Spend money to get a construction cost estimate (But short on time)
- Andrea will coordinate these meetings and rally the troops
- Andrea has already emailed a list of key contacts

A lot of the projects that have received funding through Bond measures have completely been undervalued. For this round of BOND they hired an external company that can truly come in and provide the baseline element of what it will truly cost. The cost estimates that were brought up for the Santa Fe BID project were 22 million. However, the independent people came in and saw the additional needs, such as the rising costs, roadways, traffic signals etc. Thus, revising the estimate to 32 million. Thereafter, a scale back was requested. They were able to bring it back to 23-24 million, however, a call was made to Gaby today asking to scale back to 12 million as other projects in the city are at around that same cost. The landscaping and the level of it and so many other elements will need to be revised to bring the amount down. However, the Santa Fe BID corridor has many problems that need to be updated like the irrigation system is really old, traffic signals need ADA requirements updates, push buttons at cross streets. A step that needs to happen is to let people know how important this project is. The general idea is to demonstrate how we can provide the best pedestrian amenities.

Approach :

- Gaby will try to find a way to trim the price down
- Add proper caveats and verbiage as needed with the help of the BID
- The question came up, what would be included in the 11-12 million?
- The best advice is that we need to lobby at 22 million dollars:
 - Lobby for project to stay in
 - Lobby for the total amount of 22 million dollars
 - We have the entire month of July
 - We need to have a showing in July in front of City Council
 - The growth and increase of numbers of residents that will move in during the course of five years in the area is huge and safety is needed.
 - Safety and Noncompliance issues, irrigation, lights, ADA compliance, old corridor

Follow up:

- Andrea will refine the details of her list of bullet points and send out to everyone tomorrow
- Andrea will connect with Jackie to start reaching out or calling people, combine lists
- The board offered to help in any way possible including obtaining letters from constituents on our corridor in support
- Andrea will ask all of her tenants and others to write letters to the city
- Start a campaign to obtain letters from everyone that demonstrate the concerns and needs on corridor

After much discussion the group understands how the safety of this community is utmost important and this needs to pass. The city has already invested 1.2 million dollars and we have already seen great improvements and we need to see better and permanent improvements. We have been working on this for decades and we have a great opportunity. Andrea will be reaching out to certain key individuals to schedule meetings and will need support from the BID to attend the meetings, she will invite us as she schedules them. We have from now until the end of July to complete the following strategies.

Strategies:

1. Letter writing campaign with talking points based on the list Andrea will send out
2. Meeting, having strategic meetings with certain city council folks and a letter to Debbie Ortega
3. Attending a city council meeting as a group, as many as possible to testify for this project
4. Andrea and Tom will work on talking points and tabs with fast facts and information

Committees/Reports/Updates

Tom and Adam parking counting

An RTD map of bus maps and routes with parking available was sent to Shaina after completing the process. Tom will send an estimate of parking spots to Shaina for block lanes. The parking letter will then be completed and sent out to the community by Andrea.

Executive Director update by Jackie

- Telemundo interview with talking points on the reopening of first friday.

- Caissons are still in the process, getting a contractor that can help pour concrete has been difficult. But we are connecting with as many as we can. Tom will follow up with his contact.
- Mini Grant with Anthony is still in the process to get an opportunity to get trash receptacles.
- Pending proposal with new accountant. She is seeing the trends and how we operate to provide a quote.
- I have been walking the corridor business to business and speaking with everyone and updating our database for metrics and data collection needed for streetscape.
- Spoke with Ann regarding the 5280 loop and there is a committee working to see if there could be a mural in the alley way or see if something can be painted on the concrete on the corridor.
- Insurance and liability for event has been obtained for August first friday event
- Maintenance did a good job for their first friday event

Andrea - ADSF/Santa Fe BID Task Force

- The application has been submitted for August first friday event
- Shaina working on the barricade fr August First Friday
- We will be extending to the 1000 block for more placement of food trucks
- Increase the amount for vendor spots all of them
- June 1st friday was a great big hit
- Shaina is working on an updated emergency plan including COVID guidelines
- Neighborhood notification is underway

Shaina - Art District on Santa Fe Updates

- Bonfils speaking with them and talking about doing something in the parking lot. They will not be doing that this year, until they have a chance to start at a smaller scale in October.
- Galleries reported between 1,200 - 2,000 visitors in June
- Businesses reported great sales in artwork
- We got the OK to shut the street down on August First Friday at 3:00 pm instead of 6:00 pm (three hours earlier)
- In the process of hiring a new person for the coordinator position

New Business/Old Business

- N/A

Meeting adjourned

Meeting Adjourned

The next meeting will be 7/20/2021