



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

Held Tuesday, December 19, 2023, at 3:00 pm via Zoom virtual conference

The facilitators, George and Jackie - the Board of Directors of the Santa Fe BID, called the meeting to order.

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 per the applicable statutes of the State of Colorado, with the following directors present and acting:

<p><u>Board Members - Present</u> Rusty Brown - BOD Tom McLagan - BOD David Brehm - BOD Jim Stevens - BOD Jackie Bouvier - ED George Lim - BOD</p>	<p><u>Board Members - Absent</u> Andrea Barela - BOD <u>Guests</u> Ana Paula Pinto - ADSF David - MDLDC Rolando - DOTI</p>
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Approval of minutes from the last meeting

The approval of the minutes was postponed for email or next board meeting because there were technical difficulties in accessing notes on time. NO motioned to approve the minutes.

Approval of the Agenda

Jim motioned to approve the agenda, Tom seconded to approve the agenda, and all were in favor as the motion moved forward.

Guest Updates

Officer Kalyan Cambell | Neighborhood Updates

Summary - The officer did not attend but sent an update via email:

9 incidents occurred in November in the Santa Fe BID.

- 88.9% of incidents in November were property crimes (8 incidents).
- Crimes Against Property decreased 50.0% in November (16 incidents in October, 8 incidents in November).



- Crimes Against Persons decreased by 75.0% in November (4 incidents in October and 1 incident in November).

44 police calls for service were received during November in this area.

- 35 calls or 79.5% were citizen-initiated.
- 9 calls or 20.5% were officer-initiated.
- There were 6 calls for trespass/unwanted person and 4 calls for welfare checks in November.

Calls for Service in November 2023

(Citizen-Initiated)

Problem Code Count

- Trespass / Unwanted Person 6
- Welfare Check 4
- Accident 2
- Disturbance 2
- Assault / Fight 2
- Alarm Call 2
- Robbery 2
- Auto Theft 2
- Burglary 2
- EMS Request PD 2
- All Other 1
- TFMV 1
- Found Property 1
- Fraud / Forgery 1
- Theft 1
- Parking Complaint / Aband Veh 1
- Alcohol / Drug Violation 1
- Restraining Order Viol 1
- Check Hazard 1

Total 35

Calls for Service in November 2023

(Officer-Initiated)

Problem Code Count

- All Other 2



- EMS Request PD 1
- Subject/Traffic Stop 1
- Follow Up 1
- Check Hazard 1
- Assault / Fight 1
- Theft 1
- Directed Patrol 1

Total 9

Committees/Reports/Updates

Ana Paula and Scott - Art District on Santa Fe

- Member Meetings: The art district has increased the frequency of member meetings to every two months, resulting in higher member engagement. The last meeting was successful, and the next one is scheduled for February.
- End of Year Survey: A survey will be sent to members to gather feedback on events and meetings from the past year. This information will help in preparing for the upcoming year. Additionally, an end-of-year newsletter is planned.
- Board Listening Exercise: The board currently conducts a listening exercise where each member meets with district members to gather feedback on their experiences and expectations. The feedback has been positive, and more data will be shared as the exercise progresses.
- National Veterans Creative Arts Festival: The art district discussed the upcoming festival in Denver in May. Members can participate by opening their galleries for tours and workshops for veterans. The district is exploring this opportunity to support the veteran community and expand programming into the community.
- Residency Program: The mural artist for the residency program is set to start working on the mural, with completion expected in the first week of January. A solo show is planned for January's First Friday, and a pop-up event in collaboration with Colorado Public Radio's Off the Walls podcast team. Applications for the next class of residents are currently under review.
- Holiday Party: The holiday party was a success, with appreciation extended to those who attended. It provided an opportunity for community members to connect in person and celebrate the involvement of various organizations.

The BID collaborated with the Holiday Hurrah with an enormous cake, which was a hit and delicious. Thank!

Executive Director Updates



Jackie's UPDATES:

- Jackie discusses her involvement in chairing groups for various Business Improvement Districts (BIDs) in Denver.
- Emphasizes efforts to gather information, particularly sales tax data, for the corridor.

Sales Tax Report for 2023:

- Jackie presents a detailed sales tax report for 2023, categorized by NAICS codes.
- Monthly and total figures are provided for different business categories.

Data Fluctuations Explanation:

- Rusty Brown highlights fluctuations in data every third month due to businesses reporting either monthly or quarterly.

Specific Data Inquiry:

- Tangram Design inquires about specific data related to art galleries and miscellaneous retail within the sales tax report.

Insights into Revenue Categories:

- Jackie provides insights into categories making the most and least money.
- Highlights professional services, retail, restaurant leisure, and health/personal care.

Importance of Art and Culture Data:

- Tangram Design stresses the importance of understanding data specific to art and cultural districts for thriving communities.

Guiding Development Discussion:

- Discussion on guiding development in the district to attract and retain patrons.
- Suggestions for potential businesses and amenities are made.

Vibrant Community Emphasis:

- Tangram Design emphasizes creating a vibrant community with diverse offerings for the success of special districts.

Foot Traffic Concerns:

- Concerns raised about people expecting galleries to be open on weekends.
- Discussion on managing expectations when attractions are closed.

Focus on Economic Development:

- Highlighted focus on economic development, emphasizing the need for a strategy to guide development.

Occupancy Study Effort:

- Ongoing effort to conduct a business occupancy study to identify businesses and gather data.

Data for Decision-Making:

- Emphasis on the importance of data for making informed decisions, especially related to economic development.



Taxation Discrepancies Discussion:

- Discussion about taxation discrepancies, especially for professional, scientific, and technical services.

Captive Audience Potential:

- Discussion on the potential for a captive audience with new developments and the need to meet their needs.

Parking Challenges Acknowledgment:

- Acknowledgment of parking challenges and the need to better utilize side streets and existing spaces.

Collaboration with Other BIDs:

- Discussion about collaborating with other BIDs, learning from experiences, and providing guidance to developers.

Art District Identity Maintenance:

- Stress on maintaining the identity of the art district and sustaining growth while attracting patrons.

Directory Development Mention:

- Mention of developing a directory for businesses to understand existing businesses and plan for future development.

Walkability Improvement:

- Emphasis on improving walkability and encouraging exploration beyond the main street.

Strategic Planning for 2024:

- The Board expresses the need to focus on economic development in 2024 and stresses the importance of having a strategy.

Anticipation of New Developments:

- Anticipation of new developments and the need to plan offerings and infrastructure proactively.

Parking Structure Proposal:

- Mention of a proposal for a parking structure to address parking challenges in the area.

Advocacy for Parking Behavior Change:

- Advocacy for changes in parking behavior, encouraging patrons to use side streets and available spaces.

Positive Feedback: Maintenance Group:

- Positive feedback was received regarding the maintenance group's swift response to a tree issue.

Lighting Issues Discussion:

- Discussion about the need for a new lighting company, especially in dark areas affecting safety and aesthetics.

Dark Area Troubleshooting:



- Specific mention of a dark area between Ninth and Eleventh, raising concerns and suggesting troubleshooting.

Responsibility for Lighting Clarification:

- Clarification is needed on who is responsible for lighting in certain areas, mentioning contractors like Holland.

Christmas Lights Safety Concerns:

- Safety concerns raised about how Christmas lights are connected, emphasizing the need for action.

Follow-Up Action Commitment:

- Commitment to follow up on lighting issues, including contacting potential lighting companies and addressing Christmas lights concerns.

MDLDC Updates - Anthony David

- **Debris Removal:** Approximately 64 cubic yards of debris, mainly leaves, were removed in the past month. Leaves were a significant issue during this period.
- **Trash Receptacles for First Friday:** The team delivered 55-gallon trash receptacles for the December First Friday event. Despite the cold weather, the removal effort didn't result in significant debris.
- **Weed Removal and Water Delivery:** Continued efforts to remove weeds from planters and tree wells. Around 1,600 gallons of water were delivered along Santa Fe Drive to the planters and trees. Touch-up paint was applied to bollards and bump outs.
- **Graffiti and Poster Removal:** 94 graffiti marks and 144 adhesive stickers or posters were removed. The team invested approximately 16 hours in additional labor to remove leaves in various district areas.
- **Bump Out Maintenance:** Patched up chipped paint and addressed rust issues on the bollards and bump outs. Planning to perform a deep cleaning and provide a polished look to maintain aesthetics for at least another year.
- **Receptacles from Habitat for Humanity:** Acquired six receptacles from Habitat for Humanity to be hard-mounted in areas with missing receptacles, ensuring safety in case of vehicle collision.

Overall, the team plans to continue efforts in weed removal, water delivery, graffiti removal, and maintenance of the district's aesthetics. The next steps include a deep cleaning of bump outs and ongoing efforts in addressing leaves and debris.

Trash Receptacles Update:

Jackie Bouvier raises reservations about acquiring six used receptacles due to uncertainties regarding which ones will be replaced, particularly since the funding for this purchase comes from the donation



made by the City Council to the BID. The subsequent bullets outline the main points discussed during the proposal and decision-making process at a high level.

- Proposes a phased approach: Phase 1 - obtain the receptacles; Phase 2 - solidify proposals and get commitments from business/building owners; Phase 3 - install and secure receptacles.
- David Brehm supports getting the receptacles in the right place, considering they will be up for a few years.
- George echoes the concern about potential replacement with new receptacles and emphasizes the critical time frame for decision-making.
- Rusty emphasizes the importance of understanding the plans for the new receptacles before proceeding.

Discuss the feasibility of side streets and the need to confirm the district's boundaries.

- George provides information about the completion timeline for the streetscape project (potentially 2030), highlighting the need for immediate decisions on accommodating the existing receptacles.
- George seeks clarification on whether the additional receptacles will be placed on Santa Fe or side streets.
- Jackie outlines the phased approach: Phase 1 involves replacing the crucial ones (6 purchased); Phase 2 involves obtaining a proposal for installation and the cost of new receptacles; Phase 3 involves getting commitments from owners and proceeding with the installation.
- Discuss the urgency of working on the installation immediately, potentially by the end of the first quarter.
- David MDLDC mentions having an additional unit to evaluate potential minor damage.
- George acknowledges the document's clarity in filling vacant areas with damaged or missing receptacles.
- David MDLDC clarifies that the damaged ones are severe, with instances like being hit by a car.
- Jackie inquires if additional damaged receptacles are not included in the current discussion, those not being replaced.
- David MDLDC confirms there are others with damage not presented in the current discussion.
- David MDLDC proposes going through and identifying other damaged receptacles and submitting pictures for evaluation.
- George seeks clarification on the design and appearance of the new receptacles.
- David MDLDC suggests installing two receptacles by Freakies at a location slightly east to provide better coverage for that busy area.
- George emphasizes the functional need for receptacles to address debris and expresses support for proceeding with the installation.



- Jim emphasizes the long wait for new receptacles and supports installing functional ones immediately.
- Tom suggests that, for the price, functionality is more critical than aesthetics.
- David and Rusty express support for installing functional receptacles and discuss the possibility of getting eight for consistency.
- George echoes the positivity, addresses Jackie's concerns about developers replacing the receptacles, and discusses potential safety issues.
- Jackie clarifies her concerns about the cost of replacing the existing red receptacles if new ones are installed by developers in the future.
- The board agrees to the proposal to replace six receptacles, considering functionality over aesthetics.

After much discussion, the meeting concluded with approval and gratitude for the decision.

Streetscape Project | Wesley, Ronaldo, and Jeremy

Rolando provided updates for the team, and he was unsure of something that needs to be moved in front of the El Noah Noah, bollard, signs, and the parklet. Whatever is getting moved is a “maybe” for next month in the ops team to move it.

UPDATES:

- Local Leadership Group: The streetscape project had its initial local leadership group meeting, where leaders were introduced to the project. Some misconceptions were addressed, clarifying that the project is currently in the design phase. Concerns about business impacts were discussed, emphasizing the need for business input during this phase.
- Business Visits: The project team conducted one-on-one visits with businesses on Santa Fe. Flyers were left for those unavailable, introducing the project and highlighting the ongoing design phase. The visits aimed to gather feedback and provide information on the project's design, including potential curb line extensions.
- Office Hours: The project team extended a personal invitation to the upcoming office hours at 858 Santa Fe. Businesses were encouraged to meet between 3 and 7 pm to discuss the project, share feedback, and ask questions. The focus is gathering insights into what has worked and hasn't and suggestions for improvement.
- Future Involvement: Board members were encouraged to be part of the local leadership group meetings in the future. Andrea attended the recent meeting, and there was a suggestion to extend invitations to all board members for their potential participation in upcoming meetings. The aim is to provide opportunities for board members to be informed and involved in the project.

Board Invitation Issue: There was an issue with the invitation to the local leadership group meeting related to the shoot streetscape project. Initially, only Jackie and Andrea were invited, leading to concerns about excluding other board members.



- Lack of Communication: There appears to be a lack of communication between the city, consultant Kinley Horn, and their community engagement consultant Janina. This miscommunication resulted in the exclusion of certain board members from the meeting.
- Apology and Resolution: Rolando apologized for the oversight and intended to include all board members in future meetings. Tangram Design emphasized the importance of involving the entire board from the project's initiation.
- Office Hours and Next Steps: The project team encouraged attendance at the upcoming office hours at 858 Santa Fe. The next local leadership group meeting date is yet to be finalized, with more information expected after a meeting with Janina and Jeremy.
- Language Barrier: David shared a humorous incident where he received a Spanish flyer but couldn't read it. Rolando promised to send both English and Spanish versions to Jackie.

After much discussion, the need for clear communication and inclusion of all board members in project-related activities was highlighted. Rolando assured that efforts would be made to prevent such oversights in the future.

New Business/Old Business.

No new or old business

The meeting adjourned

The next meeting will be on 2/20/2024