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**RECORD OF PROCEEDINGS**

**MINUTES OF A REGULAR MEETING**

**OF THE BOARD OF DIRECTORS OF**

**SANTA FE BUSINESS IMPROVEMENT DISTRICT**

**Held** Tuesday, February 15, 2022, 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:

| **Board Members - Present**  Andrea Barela - BOD  Tom McLagan - BOD  Rusty Brown - BOD  George Lim - BOD  Jackie Bouvier - ED  David Brehm - TBD  Karen Sumner - TBD  Lindi Sinton- (Interim) | **Board Members - Absent**  **Guests**  Ana Paula Pinto - ADSF  Gaby Serrado - Streetscape Project  Commander Layla DeStaffany - DPD  Angelina Gurule - CW Jamie Torres  Anthony Gregaro - MDLDC |
| --- | --- |

**Approval of minutes from the last meeting**

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

**Approval of the Agenda**

Rusty motioned to approve the agenda and George second to approve the agenda and all were in favor as the motion moved forward.

**Guests Updates**

**Commander Layla DeStaffany Updates**

Bigger issues: Push for a business watch on the SFBID corridor, excited for participation with the Executive Director and SFBID. They lost a significant number of officers. They lost 6 in district one and can’t replace them quick enough. People are in the pipeline, but not a quick turn around, it is a 10 month process in the academy.Crime is up unfortunately. Precinct 123 down in violent crime 7.7% but property crime up 33% over a three year average the area is up pretty substantially.

A board member asked a question. The 1000 block at 5:45 pm last week an employee’s car was attacked with a stick, while he was driving home from work. He drove away, would you want something like this reported there at the moment? YES, absolutely so that they definitely know this is a dangerous weapon being waved at someone. A 911 call for sure. It loses its effect if reported later. Must report immediately to bring awareness to the nonsense happening. Go somewhere safe and call 911.

It is getting really bad at the Villa De Barela building. A gentleman has been coming around threatening to kill people. An officer said that this needs to be taken care of by the owners. However, this is a major issue and it is getting bad as this person is also living there. A couple of violent life threatening people are becoming a problem and a life safety issue.

Anthony mentioned how he and his team went through training and a presentation from Officer Gibbs as a result of the consistent harassment to see long term change, he explained the process also mentioned by Commander DeStaffany as it was conveyed in the training. The instructions are to call 911 and record videos and have a follow up with police. This training was requested by ED and Officer Gibbs due to the issues that have come up with the attacks against the MDLDC crew on the Santa Fe corridor.

“Anything where you think safety is a factor, or breaking in, you must call 911”. All incidents need to be reported, however, incidents that are an emergency please call 911. Commander DeStaffany and Andrea will speak off line regarding this ongoing situation in her building to find a solution before she hires an off duty officer. Trespassing is more designed for when no one is on the premises. There is a homelessness issue due to the aggressiveness that comes with it. This has brought up a big corridor concern.

Anthony asked if there was a way to get hyper local metrics on the corridor. According to commander DeStaffany, there used to be a way on the denver.gov. But you can search on the crime reports site but it doesn't tend to match. So the data is not updated. They can probably do something but not up to date up to the minute. Commander will talk to her analyst and see what they can do within the boundaries and Anthony and Jackie can follow up on this to see what kind of information and boundaries would be.

**Open Board Seats - Guests**

Guests joined our board meeting to potentially become board members Karen Sumner and David Brehm.

* Introductions across the board were held and every one provided first and last name, corridor/BID involvement and longevity. Then our two potential board members provided a platform introduction.
* **Karen Sumner** - New Chief Advancement Officer at Colorado Ballet and Adam introduced her to the opportunity to be on the board. Moved to Denver from NY and was with NY City ballet. Spent most of her career at Art museums and lived in many cool cities throughout the years. Her priority is family and she is happy to be a Coloradan as a result and this is home. Happy to contribute to the BID as a board member.
* **David Brehm** - Owns Plan West on the 700 block of Santa Fe and he was a guest at the last BID meeting and he was quickly asked to join the BID board by Board member Geroge Lim. He started Honey in 1988 when his son was born and he is familiar with groups of volunteers and has been on the corridor for 7 years as a land planner and land architect. Land design and reasoning etc. They do this exclusively on the front range with a variety of different zoning. He loves the vibrance and the controlled chaos that the avenue shows. He moved into the city where there is vibrance and has gotten to know many of the gallery owners and feels that he can give something back. He was a part of the petition in favor of the BID and has been on the periphery. He would love to be a part of the group and provide his insights.

Next Steps:

Fill out the BID application as well as the city application and once all of this is complete vote them on. They logged off and a discussion was held. Andrea will reach out to both. A motion by Lindi was moved to ask both to apply to the city and Tom second and all were in favor.

**Committees/Reports/Updates**

**Executive Director Updates**

Today’s updates will involve many of our guests. ED and board members Tom, Rusty and George met to provide design preferences due to the construction going on and with the influence of keeping our preferred material and look for the right away improvements. Therefore, when a construction company comes in they keep a cohesive streamlined look on the corridor.

**Design Preference on site meeting**

* The takeaway that we had from our last conversation, Gaby was looking for direction for the right of way work and we met in front of the Leon Cisneros project and we were all in favor of the smaller pavers as preferrables and in summary our decision.
* Develop some form of memo with the letter head of Santa Fe BID of what we prefer.
* Gaby forwarded the email and they have an idea of what the BID wants for the corridor.
* In the future the new developers will come to the BID and the request comes at the end of the construction process.
* They will match what is across the street on Andrea’s side. They will follow what Tribe Tattoo followed on their corner.
* 5ft wide sidewalk and 1 foot wide red concrete. This will be the last development that will follow this concept.
* What we sent in the email for a block condition is what they will push the developer to do. If it is a corner they will push for what tribe on 7th and Santa Fe did.

A board member posed a question that when Gaby asked the question for us to do the exercise, was something already approved? Gaby said yes, as the face two of that project is on the corner. However, the mid block condition can’t happen as the city of Denver already approved it up to the property line.

A quick thought: is it helpful to think holistically and demand all items, areas etc… that are needed and wanted? But Gaby said you can’t do it. No one can require anything, only strongly encourage it. No zoning in place. Going down that route can be hard as materials change and can hinder everything. DOTI should know to get BID approval at final engineering design and DOTI is forcing it. This is the best that they can do.

**Parklet Removal updates**

The concrete bump outta can not be removed as it is a major reconstruction. The intent eventually is to reconstruct the entire corridor anyway. The point of the pilot project was to see what works and doesn't. They got approval to move the parklet to provide additional parking spaces. If we are able to remove the parklete after engineering design it is possible for 3 and a loading zone across the street. Between 3-4 parking and have changed the striping and added the ADA spot. The particular resident did not qualify for a residential ADA but it is a time constraint ADA parking spot. Trying to assess workload to see where it would be relocated, once it is gone it is gone forever. An engineer will be assigned to get on this and there will be a separate session to discuss. Board member asked if it had to relocate or disappear. It is in high demand so any other corridor would want it. Board comment, may not want to add it on the strip to cause another issue. After much discussion we decided to hold a meeting offline and discuss the decision we want to make on the parklet.

Two future questions for Gaby:

1. Where in the process are we for an engineering design Streetscape project?
2. Anything on CDOT painting open areas on the corridor spaces?

**City Councilwoman Jamie Torres**

I went out on a limb and made an ask from city councilwoman Jamie Torres as a result of a previous trash complaint we addressed and she offered to help. We appreciate their kind gesture towards the BID as they have agreed to pay for half of the trash receptacles. We wanted to make sure we purchase the same receptacles so that when we get the grant we can continue to purchase the same ones. Thank you City council for the contribution.

**Business watch**

Cathy is our lead on this effort and we have designated our board members as business watch block captains. More on what will entail soon as Cathy will be contacting you. I made another ask to city councilwoman Jamie Torres. City Councilwoman Jamie Torres very kindly paid for all thirty of our business watch signs that will go on our corridor. They also paid for the truck magnets for MDLDC branding of the BID. Huge contributions and opportunities for our corridor, we are very thankful.

**Radiant Lighting**

Bad underground wiring

Replaced four globes

MDLDC found an issue and we quickly fixed it same day

Client Site:

Job Address: 2120 W. 7th Ave., Denver, 80204, Colorado

Job Description: Decorative globe off in front of the apartments between 12th and 13th on the West side of the street.

We are finding out about issues that are pressing quicker and immediately getting on top of it to get it fixed.

**Sales TAX Comparisons**

I was able to connect with The Controller’s Office and request and obtain data that can help us understand the magnitude of loss per year on the corridor due to COVID and the changes that either benefit or affect our businesses. The Controller’s Office will not be able to separate the sales tax data by block because that is too close to providing data by specific businesses, they can however provide the sales tax by business type (NAICS summary code) and for each year.

| **Santa Fe BID Area** |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Prepared by: Brent Barnes, Accounting Supervisor/City and County of Denver** |  |  |  |  |
| **Data as of 02/01/2022** |  |  |  |  |
| **Sales Tax summary NAICS category for the periods ending** |  |  |  |  |
|  | **10/31/2021** | **12/31/2020** | **12/31/2019** | **12/31/2018** |
| **NAICS CATEGORY - SALES TAX** | **TOTAL** | **TOTAL** | **TOTAL** | **TOTAL** |
| 442 - Furniture & Home Furnishings | 30,830 | 64,478 | 59,950 | 52,638 |
| 443 & 444 -Electronics/Appliances/Home Improvement | 22,743 | 23,963 | 19,208 | 30,519 |
| 445 - Food & Beverage Stores | 29,923 | 27,867 | 31,003 | 21,896 |
| 446 - Health & Personal Care Stores | - | - | 4,609 | 44,240 |
| 448 - Clothing & Accessories | 31,058 | 28,626 | 42,008 | 36,382 |
| 451 - Sporting Goods/Hobby/Musical Stores | 2,173 | 6,478 | 4,410 | 4,700 |
| 452 - Gen Merchandise Stores | - | - | - | - |
| 441, 447, 453, 454 -Miscellaneous Retail Trade | 100,472 | 64,295 | 91,241 | 58,339 |
| 711-722 - Restaurants/Leisure/Hospitality | 220,969 | 176,010 | 250,395 | 203,139 |
| 610-623, 811-814 - Personal & Health Services | 31,387 | 20,649 | 65,203 | 21,085 |
| 522-532 - 541 - 561 Business & Financial Services | 78,351 | 57,999 | 56,135 | 34,019 |
| 211-425,482-519,922 - All Other Business Retail Sales | 16,031 | 31,458 | 30,847 | 24,174 |
| \* | **563,937** | **501,823** | **655,009** | **531,131** |
| \*Note, 2021 sales tax reporting is only complete through October, November and December reporting is not yet completed. |  |  |  |  |

**Maintenance - MDLDC**

Due to snow accumulation some days were shuffled around. However, the work was done and the best service was provided after all the snow had fallen.

The maintenance crew did have an MDLDC Crew Phone number on site before the storm moved in to grab fugitive surface debris and check for trash receptacles that were close to full. There were a couple of incidents that were properly taken care of by Anthony with MDLDC and Officer Gibbs. However, the same person who was creating havoc was also involved in other corridor encounters with residents as well. I will allow Anthony to provide the full details on John Ortega/the individual of this so that the board is aware and the block captains know in case they hear anything on the corridor. Anthony also collected images and videos if you are interested in seeing it.

**Officer Gibbs** met with Anthony and the MDLDC team to provide training and a tailored presentation that we felt would be beneficial to address the current violent situation on the corridor. We wanted to make sure the crew is not in danger and that they understand how to address these hostile situations properly. That training went well with the following information from Officer Gibbs:

* As a police officer he felt that they covered everything that needed to be covered.
* He conveyed how important it is to call the DPD when situations arise and the clear difference between 911 and the non-emergency number.
* He also conveyed it was imperative that when any situation is occurring at that moment, 911 needs to be utilized, and those that are in need-to-know could and should be contacted after the DPD is notified.
* He can certainly be apprised of any situation, but he does not have the ability to dispatch officers or handle the situation while it is occurring - which was also discussed.
* He is looking forward to a good relationship with Anthony and his crew at MDLDC.

Anthony wants to build correct metrics to be able to help in areas as they arise.

**Anthony MDLDC Updates:**

They have a new reporting software that records every single incident and collects images and crew member signs off and all incidents plotted on a live map. So that in the future we will know proper metrics for the entire year.

* Graffiti & Posters (36 removals reported from Feb 1. - Feb 14.)
* Needles (0 found this month)
* Surface trash (is being removed from ice as it thaws)
* Detail clean on curve
* Breaking down any remaining ice
* Today two separate incidents: One Of the streetscape planters moved and needs to be re-bolted and completely shifted out of place.
* People taking lids off receptacles, have been reported and put into the software.
* Crews targeted by a specific individual who has been targeting the crew and threatening to kill them. Employees decided not to press charges. But there is fear that they will target them in the future. It affects them in a way that they have had to leave the site for the scheduled time to be there. So they have had to leave and come back. They do make up the time.
* Grant, he thanked everyone for working on this. Received quotes on three different separate types of units
* For a dual bin system. MDLDC will purchase the remaining trash receptacles that are the same as and in a week or so get 28 in and after a year of reporting the recycling portion measured at MDLDC collected metrics will be shared and they will reimburse through the grant. They have applied twice and it is competitive due to COVID. But new chances look pretty good.
* Anthony has $2,600 to donate to both ADSF and SFBID for corridor from Michelle who passed away, how would we want to approach this? Board member asked if he would want this to be earmarked or be part of a bucket? Original group was geared for some type of installation. Jack wanted that something with the blue light somehow a blue light or indication of that continues on, George mentioned this is something that Jack did talk about.
* This is something that Andrea will put on the task force as an agenda item to brainstorm some ideas to see possibilities.

**TACTICS in the positive direction**

Speed limit reduction

New Trash Receptacles

Additional Maintenance day

Removal of el Noa Noa parklet

Implementation of Business Watch

Economic Development \_ I’d like to add something here as this is something that our BID should get involved in more heavily.

Directory

**Andrea and Shaina - Task force**

* What they have been working on is the PSU you are here grant. The new naming of the library and utilizing some options like the electrical panel and other areas to provide art. Many stakeholders would be involved like the RNO ADSF, business owners, residents etc to see how the project will look and play out. This is currently what is being worked on
* Building an online business roster we should be a part of WDRC <https://www.mywdrc.org/> like they created a west Denver type of online directory. But we are not represented with this group. We need to be a part of this group as this can leverage resources in the future. We don’t really have a business directory, like what exists on our corridor. Andrea has an example. There should be something like this on our website. Jackie went door to door to all business and it's a huge positive path in the correct direction. Now we just need to put this out there somehow as a BID. The request is to have the BID and the ADSF to start collaborating in something like this for the area.
* Their mission read by Andrea: The WDRC mission is to facilitate the revitalization of West Denver in an equitable fashion by improving the livelihood of existing residents and preserving and amplifying the rich multicultural character.
* George talked about a possible offer for economic development as this would be great to incorporate on checking off on our operations and a useful tool. We do need more economic development for our corridor. Something we can all participate on as a board and expand from there.
* Basically just needs thumbs up to begin building a business guide to have updated on a regular and consistent basis and then become a part of the WDRC. Andrea meets with Rene Martinez Stone and gets the ball started.
* Anthony showed what he produced for Broadway tailored to show zone tax per use. He shared a very in depth survey and inventory update information. He explained all of the information we can receive with a survey like that. Andrea is interested to know what a document like this will cost and upkeep.
* Meantime task force the directory and Michelle money

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

* Shaina unable to be at the meeting.
* PS you are here, unveiling at August first friday is the goal
* Story telling survey to see what the community wants to see on the corridor electric boxes and find out what the people want to see in the art. A committee for community stakeholders is definitely welcome.
* They just launched a second round of the artists residency program. A painter and a jewelry sculptor working with Museo and teaching in the district and getting a robust experience and a photographer as well. He is currently taking photos of the artists at work.
* Get in touch with Andrea and Jackie about the community benefits agreement
* Will Shaina be rolling out in march? No, her term will last until June as she is searching for someone and training someone. There is a need for a new Art District President.

**Open Issues**

**From BID to GID:**

This is the update I received for the GID in my research. Essentially to replace the Santa Fe BID with a GID, you would need to create a new GID first and then dissolve the existing BID. Both of these actions have set statutory requirements and both would require City legislature approvals. The creation of the GID would need to follow the Department of Finance’s Rules and Regulations, the Rules and Regulations outlines the process for district approval and sets a few structures. Please review the Rules and Regulations to understand the process to request a GID creation. At the bottom of this email I have included a link to the Rules and Regulations.

While the Department of Finance currently does not have any financial capacity to provide for this request, we may have an opportunity for a loan program in the near future. I will add you to the distribution list if and when that loan program is available.

Rules and Regulations resource:

https://www.denvergov.org/Government/Agencies-Departments-Offices/Agencies-Departments-Offices-Directory/Department-of-Finance/Our-Divisions/Capital-Planning-and-Real-Estate/Special-Districts

Andrea feels that we need to have a different conversation with DEDO, Seneca Holmes, not finance.

She spoke to Brad Siegal and he is part of the consulting firm hired to become a BID. DEDO awarded a grant to hire them and they led the campaign and helped structure the materials and get support for the BID and have the lawyer on staff to help with all of these processes. The idea of transforming ourselves from a BID to a GID is something that we want Brad to come speak on at our next meeting. He needs to share the process and he will attend the march meeting an dwe need to provide him 25-30 minutes so that he can share all the information needed. Once all of the residential units are up the corridor will transform. We will also learn of a possible expansion and a possible new formula that may drop the tax.

**New Business/Old Business**

* Is there any desire to have our meeting in person? Andrea offered Newsed for our next meeting, there is a smart board for those who want to remain on zoom. Maybe a hybrid format, but it would be nice. Most of the board members are for it.
* David said the board does way more than what he appreciated.
* Tom brought up a point, what are the tactics and strategies to inform people about our positive outcomes and tactics? It would be great to find means to go out and show everyone what we have been doing and minimize disruptions with day to day lives and business. We will start with Gaby to get a timeline. More community organizing and managing it with the board.

**Meeting adjourned**

Meeting Adjourned

**The next meeting will be 3/15/2022**