



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

Held Tuesday, March 19, 2024, at 3:00 pm via Zoom virtual conference

The facilitator, Andrea Barela, 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:

<u>Board Members - Present</u>	<u>Board Members - Absent</u>
Andrea Barela - BOD	N/A
Rusty Brown - BOD	<u>Guests</u>
David Brehm - BOD	Ana Paula Pinto - ADSF
Jim Stevens - BOD	Scott Wilson - ADSF
Jackie Bouvier - ED	Officer Kaylan Campbell - CRO
George Lim - BOD	David and Anthony - MDLDC
Tom McLagan - BOD	Anthony Gengaro - MDLDC
	Wesley Dismore - DOTI
	Hina Chow
	Cheryl Spector

Approval of minutes from the last meeting

George motioned to approve the minutes, Rusty seconded, and all were in favor as the motion moved forward. This was for both November and December minutes.

Approval of the Agenda

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

Guest Updates

Officer Kaylan Cambell | Neighborhood Updates

- Data Update: Kaylan informed the team about updated statistics for February, emphasizing decreased incidents in property and personal crimes compared to January.



- Police Call: Kaylan reported 67 calls for service in February, with 55 initiated by citizens and 12 by officers. Trespassing incidents numbered 21.

Summary

- 11 incidents occurred in February in the Santa Fe BID.
 - 18.2% of incidents in February were violent crimes (2 incidents), and 54.5% were property crimes (6 incidents).
 - Crimes Against Property decreased by 57.1% in February (14 incidents in January, 6 incidents in February).
 - Crimes Against Persons decreased by 50.0% in February (4 incidents in January and 2 incidents in February).
- 67 police calls for service were received during February in this area.
 - 55 calls, or 82.1%, were citizen-initiated.
 - 12 calls, or 17.9%, were officer-initiated.
 - There were 21 calls for trespass/unwanted persons in February.
- Upcoming Events: Kaylan mentioned an upcoming meeting with a Dotty representative and encouraged attendance.
- Security Concerns: Andrea raised concerns about theft incidents in the area, specifically mentioning a recent theft at a retail incubator program, The Zone. She requested increased patrols during business hours.
- Response and Action: Kaylan acknowledged the request and assured Andrea of additional patrols. She encouraged prompt reporting of suspicious activities and promised to advocate for quicker responses to such incidents.
- Homeless Presence: George highlighted issues with homeless individuals and delays in police response. He urged for quicker responses to maintain safety and business viability.
- Action Plan: Kaylan assured George of addressing the issues, including checking into specific incident responses and renewing trespass agreements to facilitate enforcement actions.

Next Steps: Jackie requested copies of trespassing agreements, which Kaylan agreed to provide. Andrea emphasized the importance of attending district meetings and boosting the business watch program.

Committees/Reports/Updates

Art District on Santa Fe - Ana Paula, Scott, and Andrea

Updates from Art District:

- Ana Paula provided updates on staff changes and upcoming events in the art district.
- Kai finished tenure, and Jenna Miles was onboarded as treasurer.



- The new part-time staff member, Liz Lat, is joining soon.
- Updates on upcoming events and festivals.

City-Level Updates and Discussion on Grant Issue:

- Andrea shared information on the city's non-compliance with HUD for CDBG funds.
- Explained implications of funding for business support programs.
- Discussion on the regulatory changes and their impact on future funding opportunities.
- George raised concerns about the need for a HUD liaison position.
- George expressed concern about the grant issue's impact on the council and suggested collaborating with other districts to address the situation. Andrea agreed, emphasizing the importance of gathering stories to highlight the issue's effects. He proposed seeking federal assistance if local solutions are not feasible due to federal guideline changes.

Financial Implications:

- Scott acknowledged the financial impact of the grant withdrawal but assured that it wouldn't be catastrophic for the art district. However, he underscored the need to address communication and execution issues surrounding the grant withdrawal.

Concerns about Small Businesses:

- Andrea voiced concerns about the potential negative effects on Denver's small businesses due to diminishing resources. She emphasized the importance of maintaining support programs to prevent further closures.

Upcoming Elections and Candidate Forum:

- Andrea discussed organizing a candidate forum before the upcoming elections to introduce candidates to the community, which received unanimous support from the attendees.

Next Steps:

- Andrea concluded the meeting by announcing plans for a finance committee meeting and addressing other pending matters raised during the discussion.

Executive Director Updates

Update on Streetscape Project by Wesly Dismore:

- Wesle provided an update on the streetscape project, highlighting the completion of the 60% design milestone. He explained the next steps in the design process and emphasized the importance of community feedback.

Challenges and Budget Issues:

- Wesley acknowledged challenges due to budget constraints, particularly regarding the parklet relocation and parking space. He assured us that continued efforts would be made to address these issues.

Community Engagement:



- Andrea mentioned community members' interest in participating in future meetings and suggested inviting additional stakeholders.

Next Steps:

- Wesley confirmed plans for further engagement in mid-April and appreciated the ongoing support.

Updates by Jackie Bouvier:

Jackie updated the organization's website, highlighting its new look and features.

- Mentioned the upcoming quarterly financial update in April.
- Discussed delayed city deposits and recent deposits of \$61,148.
- Highlighted recent corridor walk with MDLDC.
- Website updates and final improvements

Maintenance and Development Report by David (MDLDC):

- David presented the 2023 impact report, emphasizing key statistics on graffiti removal, waste management, and maintenance efforts requested by Jackie.
- Showcased a video highlighting Santa Fe Drive's first Friday events and maintenance work.
- Provided detailed sweep data for graffiti and waste removal from February 18th to March 15th.
- Outlined plans for irrigation system analysis and improvement.

Maintenance Discussion:

- Jackie initiated the discussion by emphasizing measuring and managing impact, particularly through visual reports in quarterly newsletters.
- Feedback on Presentation: Jim Stevens pointed out a minor error in the presentation sheet, which David M duly noted.
- Appreciation: Jackie acknowledged the team's efforts, especially considering recent events, and expressed gratitude for their dedication.
- Seasonal Challenges: David M. highlighted work intensity despite seasonal changes and expressed optimism about upcoming opportunities.
- Proposed Schedule Adjustment: Jackie raised concerns about the frequency of cleaning days, suggesting a potential shift to distribute the workload more evenly during the week.
 - Jackie acknowledged increased foot traffic on the corridor and praised the team's efforts to maintain cleanliness.
 - Andrea suggested additional spot checks mid-week to address overflow issues, with George endorsing the idea.
 - David emphasized caution regarding spot cleaning due to safety concerns but agreed to explore feasibility.



- Behavioral Insights: George shared insights into behavioral patterns affecting trash accumulation and suggested potential solutions, such as educational messaging and individual actions.
- Feedback from Team: The team, particularly Andrea and George, supported the idea, considering the increased foot traffic and trash accumulation mid-week.
- Implementation Plan: David M. discussed reallocating resources and adjusting schedules to accommodate the proposed changes, considering the impact on Santa Fe Drive's busiest days.

Next Steps: The team agreed to proceed with the proposed schedule adjustment and explore additional measures to address trash management challenges. Jackie commended the effectiveness of measuring management impact and stressed the importance of visual representation. She proposed including it in the quarterly newsletters to showcase progress.

Action plan:

- David to rectify misspellings on the presentation sheet.
- David will explore the feasibility of mid-week spot checks for overflow issues. He will finalize the schedule adjustment and communicate changes to the team.
- The team will continue monitoring and addressing maintenance challenges on Santa Fe Drive.
- George will explore options for educational messaging and individual actions to mitigate trash accumulation.
- At the next meeting, we will review the effectiveness of the implemented measures.

Discussion on the 10-Year Bid Renewal Process

- Jackie initiated the discussion on the 10-year bid renewal process, highlighting the need for an overview.
- Andrea updated the BID renewal survey, indicating its availability on the website and plans for dissemination.
- Jackie presented the process for bid renewal, emphasizing the importance of public feedback and stakeholder engagement in a survey. The steps outlined include determining the hearing date, publishing a notice of the hearing draft, and getting city council approval. She underscored the proactive approach to gathering necessary information and demonstrating success.
- Andrea sought feedback on scheduling the public hearing, suggesting April based on alignment with other bids. She proposed allocating April's bid board meeting for a public hearing on bid renewal, seeking consensus from the attendees.
- Andrea agreed, proposing a 30-day online survey on the website and public feedback gathering at a first Friday event.
- Concerns were raised about the availability of the bid renewal survey on the website, prompting a commitment to ensure its accessibility.



- The public hearing format was discussed, with a suggestion to follow a structured process similar to budget public hearings.
- Jim inquired about the public hearing's outcomes and metrics, prompting a discussion on how to address positive or negative feedback.
- Andrea emphasized the importance of taking action based on received feedback, regardless of its nature, to move forward with the bid renewal process. She emphasized the necessity of a public forum, suggesting it could be held in April.
- Tom emphasized outlining objectives beforehand to prevent irrelevant suggestions.

In a recent meeting, discussions revolved around the bid's objectives and addressing potential dissent. Andrea highlighted the bid's role in city improvements and its necessity. David emphasized clarifying the bid's activities on the website and showcasing maintenance efforts. Concerns were raised about budget awareness and managing expectations during open forums. The focus remains on balancing constructive criticism with the bid's limited resources.

Discussion on Verbiage for About Page:

- Jim suggested refining the language used on the About page. Andrea agreed, emphasizing the importance of addressing expectations.
- Andrea proposed differentiating between public comments and stakeholder comments based on ownership.

MOTION:

- A consensus was reached to hold the public forum on the sixteenth of April, and Jim made a motion, and David seconded the decision.

Next Steps:

- Andrea assured me of providing a PowerPoint presentation soon.
- Andrea Barela to confirm the allocation of April's bid board meeting for the public hearing.
- Jackie Bouvier to ensure the bid renewal survey is live on the website and easily accessible.
- Develop a structured process for the public hearing, including time limits for comments and reporting outcomes.

New Business/Old Business.

N/A

The meeting adjourned

The next meeting will be on 4/16/2024