



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

Held Tuesday, July 16, 2024, at 3:00 pm ZOOM meeting at <https://us02web.zoom.us/j/83626211527>

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:

<p><u>Board Members - Present</u> Andrea Barela - BOD Rusty Brown - BOD David Brehm - BOD Jim Stevens - BOD George Lim - BOD Tom McLagan - BOD Jackie Bouvier - ED</p>	<p><u>Board Members - Absent</u> None <u>Guests</u> Ana Paula Pinto, Scott - ADSF David and Anthony - MDLDC Community - (910 Arts) Cheryl Spector, Judy Brian, Jessica, Officer Kaylan - CRO Wesley - DOTI</p>
--	--

Approval of minutes from the last meeting

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

Approval of the Agenda

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

Guest Updates

Officer Kalyan Cambell | Neighborhood Update by Denver Police Department

Presenter: Officer Kaylan Campbell

- **Key Points:**
 - Crime statistics pending approval from downtown; updates will be sent once available.



- Upcoming Events:
 - Community Crime Prevention Meeting on Wednesday at Empower Field at 6 PM. No virtual option.
 - Business Watch Training with Santa Fe BID is scheduled for July 30th (flier correction needed).
 - Backpack Giveaway on August 10th at Pablo Sanchez Park in partnership with the Dream Center.
- **Q&A:** No questions from the board.

Executive Session Announcement

Chair: Andrea Barela

- **Details:** A closed executive session with board members is scheduled for the last hour of the meeting to discuss confidential matters.

Executive Director Updates

Summary and Key Points:

Jackie Bouvier and Andrea Barela are discussing two significant updates related to the Santa Fe Business Improvement District (BID):

1. **10-Year Renewal with City Council:**
 - Andrea mentioned that the process for the 10-year renewal of the BID is currently ongoing with the city council. The BID has been informed that they do not need to attend the meetings on July 10th and 22nd, but it is crucial to attend the July 29th meeting, where public comments will be allowed.
 - Andrea asked Jackie to clarify if those who want to speak at the July 29th meeting need to pre-register and communicate that information to the community.
2. **Possible Merger Between BID and the Art District:**
 - There is a rumor of a petition circulating in the community regarding the BID, and there have been discussions about the possibility of merging the BID with the Art District. However, no formal approach has been made to the BID about this merger.
 - Andrea and Jackie consulted with a lawyer from Spencer Fain to explore the feasibility of such a merger. They were informed that merging a quasi-governmental entity like the BID with a 501(c)(3) organization like the Art District is complex and unlikely due to different missions, structures, and funding sources.



- The lawyer also mentioned that if a merger were to happen, it might require the dissolution of the Art District, which is not being considered at this time. Both entities have distinct strengths that make them valuable in their own right.

Andrea emphasized the importance of collaboration between the BID and the Art District and suggested that future strategic planning sessions could help align their goals for the next 1-3 years.

Jackie Bouvier discussed the complexities and challenges related to the potential merger or collaboration between different entities, specifically the BID (Business Improvement District) and the Arts District. There were references to arts-related projects, financial management, and collaboration between these entities.

In this segment of the meeting, several key updates and discussions took place:

1. Wesley Dismore's Update on the Streetscape Project:

- Wesley provided an update on the streetscape project, focusing on plan production and upcoming design submissions.
- Significant improvements are being planned for the pedestrian environment at 9th Avenue and other areas along Santa Fe Drive, particularly to address issues with high-speed turning vehicles and pedestrian safety.
- Wesley mentioned the goal to have a presence at the August 1st Friday event to engage with the public about the project, gather feedback, and preview some of the improvements planned for the corridor. He suggested scheduling a preview meeting with interested board members.

2. Jackie Bouvier's Communication Campaign:

- Jackie announced the launch of a soft communication campaign through social media and a newsletter to better communicate with the community.
- She emphasized the importance of aligning the communication efforts with the art district's mission and avoiding duplication.
- Jackie mentioned the distribution of flyers with a QR code that links to various social media platforms (Instagram, LinkedIn, Facebook) and the newsletter to ensure the community has easy access to information.

3. Coordination with Andrea Barela:

- Andrea confirmed that the flier Jackie produced was handed out during the neighborhood notification for the street closure on the first Friday.

Overall, focused on progress updates for the streetscape project, community engagement strategies, and the launch of a new communication initiative.



Jackie Bouvier provided updates on various initiatives and projects related to the Santa Fe Business Improvement District (BID) in Denver.

Key points include:

1. **Database and Information Management:** Jackie mentions updating their database to ensure clarity and accuracy in their information.
2. **Denver Mobility Incentive Program Application:** The BID applied for a \$100,000 grant from the Climate Protection Fund to support transportation initiatives on the corridor. This could include electric vehicle connections, electric bike systems, or additional bike racks.
3. **Slide Deck Preparation and BID Renewal:** Jackie and her team prepared a slide deck for a briefing that was later canceled. They are preparing for the renewal of the BID, with a key decision date on the 29th of the month.
4. **First Friday Events:** The August First Friday event, which is a significant economic development activity for the corridor, has been completed and promoted, contributing to community engagement and state pride.
5. **Christmas Lights and Maintenance Issues:** There have been complaints about the current Christmas lights and general maintenance on the corridor. Jackie and Andrea discuss exploring new vendors, considering safety concerns, and potential upgrades to the lighting system, including the possibility of solar or battery-operated options.
6. **Missing Electrical Infrastructure:** Jackie is addressing issues with missing or damaged electrical infrastructure, including poles and panels, which are crucial for lighting and other utilities on the corridor.
7. **Radiant Lighting:** Despite initial challenges, Radiant Lighting remains the contractor for these projects, though they are exploring additional vendor options.
8. **Loss and Prevention Grant:** Jackie mentioned a grant that reimburses 50% of safety and loss prevention purchases. The BID currently has a balance of \$849.22, which would require spending \$1,698 on eligible items like ergonomic furniture.
9. **Grant Applications:** Jackie is preparing for the upcoming NOFA Grant and has started gathering the necessary information to apply as soon as it becomes available.
10. **New Involvement:** Victoria Mann, a property manager with the Urban Land Conservancy, expressed interest in being more involved with the BID and attending future meetings.
11. **Main Streets and Volunteer Work:** Jackie mentioned challenges in connecting with La Alma, and Lincoln Park for volunteer work and requested someone else from the BID board to attend their meetings.
12. **Survey Results:** The results from a survey about the ten-year BID renewal were sent to Jessica Schultz, a prospective board member, who requested the data for her meeting.
13. **Membership and Mobile Tour:**



- a. Jackie mentioned a meeting with Katherine Corell from Downtown Denver Inc. (DCI) about renewing BID membership to enhance collaboration.
- b. An invitation to participate in a mobile tour showcasing different districts in Denver, including the Santa Fe BID, is being considered.

Maintenance MDLDC Updates:

- **Planter and Plant Maintenance:** Discussion on the purchase and maintenance of plants within the BID, including the cost of labor and the frequency of watering (once a week due to budget constraints).
- **Backflow Systems:** Updates on the repairs and costs associated with the BID's backflow systems, including the replacement of one that was damaged by a car.
- **Planters and Benches:** Jackie is looking into funding options for replacing damaged planters and benches, as well as addressing issues with metal grates that collect too much trash underneath them.
- **Wall Postings and Cultural Art:**
 - i. Discussion about unauthorized posters and wheat paste art on sidewalks.
 - ii. Consideration of designating specific walls for authorized postings to create a cultural art space.
- **Worker Accessibility:**
 - i. Jackie Bouvier is coordinating with local businesses to allow BID workers to use their restrooms, especially during extreme weather.
- **Maintenance and Waste Management:**
 - i. David Maimon from MDLDC provided updates on the maintenance efforts, including graffiti removal, weed treatment, and waste management.
 - ii. There was a discussion about waste management for the upcoming First Friday event, with plans to coordinate further offline.

Discussion and Decisions:

The discussion was centered around removing decorative sidewalk grates that were collecting trash and posed a potential hazard, although concerns were raised about the implications of their removal. After some debate, the board **voted** in favor of removing the grates, with the understanding that it would likely improve the maintenance efficiency and cleanliness of the area.

Additionally, there was a discussion about the issue of posters being adhered to poles throughout the district, causing challenges for maintenance. Jackie Bouvier suggested looking into the possibility of designated poster areas to alleviate this problem. Andrea Barela questioned whether such a solution has proven effective elsewhere. Jackie mentioned that in areas like Gaylord Street, designated poster



areas have been successful in keeping posters off poles. However, there were concerns raised by David Maimon that for some aggressive posters with strong adhesives, designated areas might not be sufficient to solve the problem entirely. The conversation also touched on the broader context of how providing designated areas for certain activities, like posting or graffiti, might influence behavior.

Jackie is focused on maintaining and improving the corridor's infrastructure and ensuring that the BID's initiatives are well-supported and effectively implemented. She concluded by emphasizing the need for organized communication in future meetings and ensuring that necessary repairs and initiatives are prioritized and funded.

Committees/Reports/Updates

Ana Paula and Scott - Art District on Santa Fe

- **Art District Updates:**

- Ana Paula Pinto mentioned new residents moving in and the postponement of the Banners project due to issues with the installer.
- A member meeting is scheduled, with the main topic being the management of vendors during the First Friday event.
- Councilwoman Jamie Torres is expected to attend the meeting to address city-related concerns.

The discussion wrapped up, with some members discussing logistics and responsibilities related to event planning and permits for August First Friday. A key point brought up is the issue of enforcement for permits and post-event clean-up, which was a challenge due to confusion about which department handles enforcement. Another important suggestion was made regarding monetizing events through satellite bars and using the proceeds for waste management.

The conversation ended with a transition to a private board meeting.

New Business/Old Business.

N/A

The meeting adjourned

The next meeting will be on 8/20/2024