



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

**Held** Tuesday, August 20, 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><b><u>Board Members - Present</u></b><br/>         Andrea Barela - BOD<br/>         Rusty Brown - BOD<br/>         Jim Stevens - BOD<br/>         George Lim - BOD<br/>         Tom McLagan - BOD<br/>         Jackie Bouvier - ED</p> | <p><b><u>Board Members - Absent</u></b><br/>         David Brehm - BOD<br/> <b><u>Guests</u></b><br/>         Ana Paula Pinto - ADSF<br/>         David and Anthony - MDLDC<br/>         Community - Brian, Jessica,<br/>         Officer Kaylan - CRO<br/>         Rolando Melgoza- DOTI</p> |
|---|---|

**Approval of minutes from the last meeting**

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

**Approval of the Agenda**

Jim motioned to approve the agenda, George 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

- Officer Campbell presented the community report, covering crime statistics for July.
  - 14 incidents in the Santa Fe BID area, with 7.1% violent crimes and 92.9% property crimes.
  - Property crime increased by 62%, and crimes against persons decreased by 66%.



- 69 total calls for service: 62 citizen-initiated, 7 officer-initiated.
- 6 calls for trespass—reminded attendees to file trespass agreements with the police.
- Officer Campbell emphasized the importance of reporting suspicious behavior and the success of the recent neighborhood watch training.

### **Community Feedback**

- George and Jim praised the neighborhood watch meeting, highlighting its value for community safety.

### **Executive Director Updates**

#### **Safety and Infrastructure Updates**

- **Concrete Repairs:**
  - Jackie Bouvier reported the repair of a missing concrete slab and a hole near the car wash on 6th Ave before August 1st Friday.
  - **Action Item:** Andrea Barela noted the hole may have reopened. Jackie will follow up to ensure it's addressed.
  - Business owners should report any safety issues they notice along the corridor via email, text, or phone.
- **Budget and Priorities:**
  - Jackie mentioned the team is organizing improvement needs into a single format to identify "low-hanging fruit" and prioritize repairs before year-end.

#### **Communication and Engagement Plan**

- **Social Media Engagement:**
  - Despite distributing flyers with a QR code and including the code in newsletters, social media engagement from businesses has been low.
  - **Action Item:** Jackie will resend communications encouraging business owners to join BID's social media for updates and engagement.
- **Assessment Cycle and Budgeting:**
  - The focus will shift toward the assessment cycle and managing the budget to address year-end improvements.

#### **Licensing and Business Education**

- **Excise and Licensing Issues:**



- Jim reported that the Deputy for Excise and Licensing identified four district businesses that will be re-educated on proper alcohol sales, particularly regarding in-and-out drink policies.
- The department will monitor these businesses during the upcoming 1st Fridays.
- **Push Cart Monitoring:**
  - The BID has raised concerns about an unlicensed vendor selling drinks. Licensing inspectors have been notified, but no further action has been reported yet.

### **Cleaning and Maintenance Initiatives**

- **Street Cleaning Update:**
  - Anthony Gengaro joined cleaning crews from 6th Ave to 8th Ave and worked on upskilling team members for more effective cleaning.
  - The goal is to extend cleaning efforts to 13th Ave, removing debris and preparing the area for further beautification.
- **Budget Discussion:**
  - Anthony emphasized the need to focus on areas not overwhelmed by debris to maximize budget efficiency.

### **Feedback on Communication**

- **Community Response:**
  - Anthony inquired about feedback regarding the BID's communication efforts following a previous meeting.
  - Andrea noted that feedback has been minimal, with plans for strategic planning and further communication efforts to improve engagement.
- **Strategic Planning Session:**
  - A strategic planning session for the BID board is scheduled before the end of the year, following the August 1st Friday event.

### **Recycling and Composting at Events**

- **Brian Loma:** Mentioned the lack of recycling and composting, which he noted is required by city ordinances.
- **Andrea:** Clarified that city ordinances did not require recycling and composting for this year's event. The requirement will be in effect starting in 2025, according to the Office of Special Events.

### **Event Management and Permitting**



- **Andrea:** The Business Improvement District (BID) was responsible for pulling the permits and managing the August 1st Friday event.
- **Recap of August 14th Zoom Meeting with City Officials:**
  - Representatives from the Office of Special Events, Excise and Licensing, Traffic Division, and Torres' Office attended.
  - The meeting addressed issues such as the late time (3 PM) allowed for event setup, which has been a long-standing problem.
  - Discussions focused on street vendor management and event logistics for 2025, including potential solutions to curb rogue vendors.

### **Subcommittee Formation for Event Planning 2025**

- A subcommittee has been formed to address issues surrounding 1st Fridays in 2025. The members include:
  - Andrea Barela, Jackie, George, Ana Paula
- The subcommittee will work on issues such as street vendor control, licensing, and insurance for future events.

### **Street Vendor Challenges**

- **Andrea:** Rogue vendors have been a significant problem during 1st Fridays, creating safety and walkability concerns.
- **Ana Paula Pinto:** Expressed frustration with the mixed messages from the city regarding enforcement of vendor regulations. She stressed the need to prioritize businesses and gallery owners on Santa Fe Drive while still supporting local artists.

### **Permit and Budget Considerations**

- **Jim:** Noted that pulling a sidewalk permit monthly adds additional costs.
- **Andrea:** The BID and Art District must budget for these expenses, which will impact planning for next year's events.

### **Collaboration with City Officials**

- **George:** Commended Andrea and Jackie for successfully bringing city officials together in a Zoom meeting. Highlighted the difficulty in coordinating with various departments individually and the value of having all relevant parties in one meeting to make progress.

### **Introduction and Discussion on Maintenance Obligations**



- **Andrea** highlighted the need for consistent upkeep of blue planters, watering, and cleaning. She stressed the importance of replacing street furniture and poles as necessary.
- **Anthony Gengaro** raised a question about future maintenance obligations and financial planning.
- **George** acknowledged the need for strategic planning. The board has yet to schedule a session to address these concerns, especially given the large infrastructural projects the BID has undertaken.

### **Financial Planning and Strategic Planning for Future Projects**

- **Anthony Gengaro** expressed his intent to stay engaged and requested to be kept in the loop for any further updates.
- **Andrea** mentioned that Jackie Bouvier oversees the BID operations and that planning is required for future budgeting and maintenance strategies.

### **Grant Update**

- **Jackie** asked **George** for updates on the recent grant meeting.
- **George** provided an update on the DURA (Denver Urban Renewal Authority) grant meeting. The DURA team sought input from community groups and BIDs to help shape their grant offering, which will focus on capital improvements.
- **George** noted that not all businesses on the corridor will be eligible, but some will qualify based on location.
- **Andrea** clarified that the DURA grants focus on capital expenses rather than programming, making it more suitable for building improvements and structural projects.

### **Grant Program Details**

- **Jim** asked if the DURA grant would provide capital funding for businesses, particularly for facade improvements.
- **George** confirmed that DURA's focus has traditionally been on capital improvements but that the grant program is expanding to cover business survival, such as equipment replacement and signage. There was discussion about ensuring renters, not just building owners, benefit from these grants.

### **Further Discussion on DURA Grant**

- The grant aims to assist in purchasing equipment, building ownership, and general sustainability for businesses.



- **Andrea** and **George** emphasized the need for clear communication with BID members about the opportunities available through DURA.

### **Rolando Melgoza's Update on the Streetscape Project:**

#### **Discussion on Volunteer Engagement and Green Infrastructure Update**

- **Rolando** shared his appreciation for the volunteer turnout during the recent project day. Initially, only a few volunteers were expected, but as the event progressed, more people joined, with a final count of seven volunteers.
- The debut of the green infrastructure project was highlighted, showcasing a life-size rollout of green infrastructure on the curb. This demonstration allowed the community to visualize the project's potential.
- **Rolando** clarified to the public that the project was not a bike lane, as some had mistaken it.
- The project is at the 60% design stage, and completion of this phase is expected by early October. Outreach efforts will follow, starting with the Project Steering Group (PSG), and then moving on to local leadership and broader public outreach.
- The project remains on schedule, with the final design expected to be completed by May 2025.

### **Maintenance MDLDC Updates:**

#### **Maintenance and Cleanliness Updates**

- **David Maimon (MDLDC)** reported increased personnel in the district due to rising challenges like graffiti, weeds, and waste. As of mid-July, additional employees have been assigned on Fridays and Saturdays.
- He highlighted a quick response to a recent accident on July 23rd, which involved significant damage to a light post and planters. The MDLDC team was able to address the issue the same day.
- Graffiti removal, poster/sticker cleanup, and weed removal numbers for the last month were reported as follows:
  - Graffiti: 18 pieces removed
  - Posters/Stickers: 179 removed
  - Weeds: 82 pulled
- 9,500 gallons of water were used in watering trees and planters.

### **Additional Comments**

- **Jackie** inquired about the increase in manpower. **David** responded that additional staff had been deployed since mid-July to address the growing maintenance needs of the district.



- **Jackie** also thanked the MDLDC team for their swift response to the accident, which allowed communication with the property owners and the filing of a police report.

## **Committees/Reports/Updates**

### **Ana Paula and Scott - Art District on Santa Fe**

- **August First Friday Recap:**
  - The event went smoothly, with the most vendors in a long time.
  - The night was busy, and resident artists had a great turnout in their studios.
  - Good volunteer turnout from the board.
- **Upcoming Focus Areas:**
  - Engagement with members, updating them on streetscape projects, and encouraging communication and visibility for the district as the slower fall/winter season approaches.
  - Exploring new programming ideas to keep the district active.
- **Fundraising and Grants:**
  - Focus on fundraising and grant applications as the year comes to a close.
  - Submitted some applications but still waiting for responses.
  - Outreach to local businesses and organizations for sponsorships and support.
  - Request for any leads, information, or connections from attendees.
- **Día de los Muertos Event:**
  - Meetings have started with Museo and other partners to plan the event.
  - There will be a community procession with Aztec dancers, similar to past years.
  - Collaborating with organizations like Artistico (a Folklorico dance group).
  - Open call for artists and groups interested in participating.
  - The budgeting and ideation phase for the event is ongoing.
  - Last year's event was large due to a rescheduled parade happening on the same night; this year may not be as big, but still aims to be impactful.
- **Rolling Street Closures for the Procession:**
  - The event will have a rolling street closure where one block closes at a time as the procession moves through, with police cars guiding it.
  - The streets reopen once the procession passes each block.
- **Call for Ideas and Participation:**
  - Open to suggestions for organizations or creative projects to include in the event.
  - Will share information with the community once finalized.

## **Closing Remarks**

- **Andrea** asked for any additional updates or questions from the board.



- The board then entered a closed session, and the meeting was officially adjourned.

### **New Business/Old Business.**

N/A

**The meeting adjourned**

**The next meeting will be on 9/17/2024**