



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

**Held** Tuesday, October 22, 2024, at 3:00 pm ZOOM meeting at <https://us02web.zoom.us/j/83626211527> **The meeting was rescheduled from Oct 15 to Oct 22 due to logistical challenges.**

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>          Andrea Barela - BOD          Rusty Brown - BOD          Jim Stevens - BOD          George Lim - BOD          David Brehm - BOD          Jackie - ED</p>	<p><b><u>Board Members - Absent</u></b>          Tom McLagan - BOD  <b><u>Guests</u></b>          Ana Paula Pinto - ADSF  <b>Community:</b> Jessica, Larry, Dea (700 blocks), Cheryl Spektor, Nadia, Shane, Kristina, Shelley, Mann, Victoria, Urban (983-989)</p>
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**Approval of minutes from the last meeting**

George motioned to approve the minutes, Jim seconded, and all were in favor as the motion moved forward **Vote:** Unanimous approval.

**Approval of the Agenda**

George motioned to approve the agenda, Jim seconded, and all were in favor as the motion moved forward **Vote:** Unanimous approval.

**Public Hearing**

Andrea formally opened the public budget hearing for the Santa Fe BID's 2025 budget and introduced Jackie to present the budget details on screen.

Andrea highlighted key components of the proposed 2025 budget, including a budget line item to hire an individual to manage the August First Friday event due to her upcoming departure as Board President.



Jackie provided a high-level overview of the 2025 budget:

**Revenue:** Includes a 4.41% increase in assessments, adding \$6,333, bringing the total to \$149,839.

**Special Assessments:** Includes \$23,000 for insurance claims related to pole replacements. A DURA grant application was submitted for at least \$10,000.

**Events:** \$5,000 from reserves allocated for August First Friday. Anticipated \$20,000 from vendor fees and \$3,000 sponsorship from Alpine Bank.

**Expenses:**

- Administrative expenses detailed, including legal fees expected to round off at \$8,000 for 2024 due to 10 Year BID renewal.
- Maintenance budget of \$60,000 for crew and deep cleaning, tree maintenance, and holiday lights (\$10,000).
- Economic Development allocation increased to \$7,000.

Jackie summarized the special events budget, noting \$500 increased barricade costs and reserve funds to cover August First Friday.

Andrea noted that accounting expenses would likely be below \$10,000 for 2025, based on new quotes.

**Andrea facilitated the approval to close the public budget hearing. A motion was made by George, seconded by Jim, and approved unanimously. With no opposition, Andrea officially closed the hearing.**

George, a board member, expresses gratitude for the public budget discussions and encourages active participation from stakeholders.

- Transparency: George appreciates the effort to make budget meetings public and urges stakeholders to voice concerns.
- Tight Budget: It is clarified that the organization operates on a tight budget, with every dollar carefully allocated.
- Encouragement for Input: Stakeholders are encouraged to share feedback during meetings to avoid future complaints.
- Recognition of Board's Efforts: The board is praised for its careful financial management and vendor evaluations.

The comment calls for collective responsibility and understanding of financial limitations.



## Guest Updates

**Officer Kalyan Cambell | Neighborhood Update by Denver Police Department**

Unable to attend

## Committees/Reports/Updates

**Art District Updates (Ana Paula Pinto)**

### **Upcoming Events:**

- **November 1st Friday (November 1):**
  - The annual **Community Photo Memorial** will take place. A new location for the memorial is being considered, and submissions remain open to members.
  - A **procession** will return, as seen last year, with opening remarks from Councilwoman Jamie Torres at approximately 5:35–5:45 PM.
- **Llama Lincoln Park Holiday Party (November 15):**
  - Partnership with the BID and involvement of former art residents through live painting.
  - The BID is contributing **\$500** to support this event.
  - Jackie confirmed the BID's presence and is coordinating promotion.
  - A flyer will be shared for further distribution on socials

### **Art District Updates:**

- **New Residents:**
  - The last class of 2024 has moved into the art district space.
  - Their **opening show** is scheduled for **January 1st Friday**.
- **Grants:**
  - The focus is on securing grants for year-end and early 2025.
- **Banner Program Relaunch:**
  - A partnership was established with **Banner Sign**, a local vendor, for the banner printing and installation program.
  - The cost is **\$2,000**, which is lower than the \$2,300 quoted by the previous vendor.
  - Jackie facilitated the vendor connection, which was positively acknowledged.

### **Collaboration and Partnership Efforts:**

- Discussions emphasized the value of **resource sharing** and support beyond financial contributions.



- Encouragement for leveraging community partnerships to secure sponsorships and donated services from industry members.

#### **LPNA (La Alma Lincoln Park Neighborhood Association):**

- **Community Meeting:**
  - Scheduled for **November 16, 6:30–8:00 PM.**
  - Accessible via **Google Meets.**
  - Andrea Barela expressed interest in attending remotely, confirming the possibility of a virtual option.
- **Representation at BID Board Meetings:**
  - LPNA has committed to sending a representative to future BID board meetings to strengthen collaboration.

#### **Acknowledgments and Teamwork:**

- Multiple contributions to initiatives were recognized:
  - Jackie Bouvier’s support in securing the new banner vendor.
  - George and Ana Paula’s collaborative work in organizing events and fostering partnerships.

### **Executive Director Updates**

- Streetscape Project:
  - Delay in progress; Wesley and Rolando are available to discuss specifics.
  - David plans to reach out, and Jackie is open to joining via Zoom to summarize and update the corridor.
- Front Range Maintenance Work:
  - Front Range has started operations on Santa Fe Drive as of October 9.
  - Visible activities like power washing have been noted.
  - Jackie encourages feedback on their work to sustain a high standard for the corridor.
- Legacy Business Applications:
  - Taco de Mexico and another legacy business were encouraged to apply for recognition.
  - There’s uncertainty about whether applications were completed.
- Grate Removal for Aesthetic Improvement:
  - Efforts are ongoing to address metal grates on the corridor to ease cleaning and improve the visual appeal.



- Suggestions include nudging the Department of Transportation (DOT) for assistance or exploring recycling options.
- Board Member Recruitment:
  - Christina has shown interest in applying for the open board seat.
  - The operating plan includes expanding board membership and inviting additional applications.

### Actionable Next Steps:

- Coordinate with Wesley and Rolando:
  - Ensure a clear timeline and detailed communication on the streetscape project to keep stakeholders informed.
- Monitor Front Range Performance:
  - Encourage feedback from businesses and residents to assess the effectiveness of their operations.
- Legacy Business Support:
  - Follow up with Taco de Mexico and other potential applicants to ensure applications for the legacy program are submitted.
- Resolve Grate Removal Issue:
  - Reconnect with DOT or recycling groups to expedite the removal process before winter.
- Board Member Applications:
  - Finalize and distribute clear instructions for potential board members to streamline the application process.

### Advisory Committee

City's request for two representatives from the BID board to sit on the city's advisory committee. Here's a summary of the main points and sentiments expressed during the discussion:

- **Clarification of Purpose:**
  - Some board members, including Andrea and others, believed the advisory committee would function independently, gathering community feedback to present to the BID board during its regular meetings.
  - There's a general understanding that this independent approach was designed to streamline communication and avoid redundancy.
- **Concerns about Double Duty:**
  - Several members, such as George and David Brehm, expressed concerns about the inefficiency of attending multiple meetings addressing similar issues.



- They suggested that it would be better for the advisory committee to independently compile and present their findings to the BID board during regular meetings, potentially as a dedicated agenda item.
- **City's Request:**
  - Jackie highlighted the city's request for two BID board members to join the advisory committee, which she conveyed through an email. This request is seen as additional responsibility for an already small board of six members.
- **Volunteering for the Role:**
  - Andrea volunteered to serve on the advisory committee, with a preference for virtual meetings to ease the time burden as well as Rusty.
  - Other board members, like George and David, declined or echoed concerns about the overlap in responsibilities.
- **Suggestions for Moving Forward:**
  - George proposed a system where the advisory committee's representative presents their updates directly at BID meetings, maintaining an efficient workflow.
  - David supported the idea of including advisory committee updates as a recurring agenda item.
- **Board Size and Capacity:**
  - Andrea raised concerns about the feasibility of having two representatives from a small six-member board, suggesting that one representative might suffice.

The board generally supports the concept of an advisory committee but believes its primary function should be to independently gather and present community feedback. The city's request for two BID board members to join the committee is perceived as burdensome, and there is a preference for limiting this to one representative if participation is necessary.

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

None

**The meeting adjourned**

**The next meeting will be on 11/19/2024**