



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

**Held** Tuesday, January 28, 2025, at 3:00 pm ZOOM meeting at <https://us02web.zoom.us/j/85848565478> 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          Tom McLagan - BOD          Michael Vela - BOD          Kristina Sablatura - BOD          Sasha Zanabria - BOD          Jackie - ED</p>	<p><b><u>Board Members - Absent</u></b>  <b><u>Guests</u></b>          David Abeyta          Aaron Rebeterano          Lt Matthew Mallow          Officer CRO Kristin Bowman          Chad Brown          Ana Paula Pinto - ADSF          Wesley Dismore          Judith Weaver          Brian Loma  <b><u>Community Members:</u></b></p>
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**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 **Vote:** Unanimous approval.

**Approval of the Agenda**

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

**Guest Updates**

**CRO Officer Update**



- Officer Kaylan Campbell introduced new members to the district.
  - New Commander: Aaron Rebeterano
  - New CRO Team Member: Officer Kristen Bowman
- Commander Rebeterano provided a brief introduction, mentioning past work in the district and involvement with Cinco de Mayo at Civic Center Park.
- Officer Bowman presented crime statistics for December:
  - 18.2% of reported incidents were violent crimes (2 incidents).
  - Property crimes decreased by 20% (8 incidents reported).
  - Crimes against persons decreased by 1 incident.
  - 65 police calls for service:
    - 57 citizen-initiated calls.
    - 8 police-initiated calls.
  - 7 calls for trespassers/unwanted parties.
  - 7 welfare check calls.
- Updates on annual trespass agreements:
  - Volunteer Bruce Greiner is assisting with renewals.
  - Businesses are encouraged to ensure their agreements are updated.
  - Most property crimes involved theft from motor vehicles; and reminders to keep valuables out of sight.
  - The agreement can be found on the website

## Questions & Discussion

- Chad Brown inquired about how to verify an existing trespassing agreement.
  - Officer Campbell advised sending an email to check records and provided contact information.
  - The updated form is available on the BID website.
  - The verbiage in the agreement has changed to allow a one-year validity from the date of signing.

## Community Advisory Group (CAG) Update

- Meetings are held on the third Wednesday of each month at 6:00 PM (virtual & in-person at District One).
- Upcoming meeting topic: District One Investigative Unit overview on crime investigations in the district.



## **Board Elections**

Andrea introduced the next agenda item, which involved board elections, including the election of a new President and the appointment of three new board members and treasurer.

### **Election of Board President**

Andrea Barela formally nominated George Lim for the position of President of the Santa Fe BID Board. The nomination process was as follows:

- **First Nomination:** Jim Stevens nominated George Lim.
- **Second Nomination:** Rusty Brown seconded the nomination.
- **Discussion:**
  - Jim expressed confidence in George Lim's ability to lead, highlighting his strong communication skills and inclusive leadership style.
  - Andrea shared her personal experience working with George, emphasizing his long-standing involvement in the community and hands-on approach.
  - Additional board members voiced their support, noting George's active role in neighborhood improvements and his dedication to BID initiatives.
- **Vote:**
  - A vote was called, and the motion passed unanimously.
  - **Result:** George Lim was officially elected as the new President of the Santa Fe BID Board.

### **Appointment of New Board Members**

Three new board members were nominated and confirmed unanimously:

1. **Christina Sublatra** – Colorado Ballet (David Brehm First, Jim Stevens Second)
2. **Michael Vela** – Room for Friends (Jim Stevens First, Rusty Brown Seconded)
3. **Sasha Zanabria** – El Taco de Mexico (Jim Stevens First, Tom McLagan Seconded)

Each nominee was acknowledged, and the board confirmed their appointment with no objections the need to have a diverse background was stressed by George, so this is great.

### **Appointed Board Positions moving forward:**

**Tom McLagan** to continue as the Treasurer of the Santa Fe BID Board of Directors

### **Andrea Barela's Continued Role on the Board**



- Andrea Barela expressed interest in remaining on the board as a seated member.
- The board agreed to proceed with an immediate vote rather than postponing the next meeting.
- **Nomination:**
  - George Lim nominated Andrea Barela for a board position.
  - Rusty Brown seconded the nomination.
  - Discussion followed, with members emphasizing the importance of Andrea's legacy knowledge and long-term contributions to the BID.
- **Vote:**
  - All board members voted in favor.
  - **Decision:** Andrea Barela confirmed as a continuing board member.

## Executive Director Updates

### Maintenance Updates

- **Tree Lights Maintenance:** Adjusted some tree lights as certain strands were dislodged; repositioned and reorganized them.
- **Electrical Issues:** Some street light poles currently lack electricity; this will be addressed at a later date.
- **Graffiti Removal:** Ongoing daily efforts to remove graffiti and repaint affected areas using graffiti remover.
- **District Maintenance:** Regular servicing of the district, including emptying trash cans and general upkeep.
- **Upcoming Metrics Report:** Next month, a report will be provided detailing the number of graffiti removals, trash collections, and other maintenance activities within the district.
- **Board Acknowledgment:** Andrea Barela thanked Len for his updates.
- **George Lim's Request:** George Lim, the newly appointed President, requested a meeting with Len to discuss district operations, which Len agreed to.

### DOTI Updates – Wesley Dismore

- **Meeting Scheduled:**
  - A meeting is scheduled for **Tuesday, February 4th, from 3:00 to 5:00 PM** at the New Set office.
  - Open to all board members and guests.
  - Updates on urban design elements and materiality.
  - Opportunity for Q&A and plan reviews.
  - Two presentations at **3:00 PM and 4:00 PM** for flexible participation.



- **Project Progress:**
  - Coordination efforts are ongoing to determine the maximum amount of **green infrastructure** (stormwater retention and treatment).
  - A recent meeting at the **Wellington Web Building** reviewed corridor plans block by block.
  - A hands-on mapping exercise was conducted to outline potential improvements.
  - The project has resumed momentum after a **three- to four-month delay**.
  - **Next Steps:** Submission of **60% of plans** (engineering milestone indicating design completion level).
  - Pending **funding adjustments**, final plans are expected in the coming months.
- **Community Engagement:**
  - Concerns were raised about public awareness of the project's progress.
  - A **public outreach initiative** is necessary to inform stakeholders about current plans and timelines.
  - A follow-up discussion on the best outreach strategy will be held next week.

### **First Friday Street Closure Issue**

- Andrea Barela inquired about **DOTI's decision not to allow Santa Fe Drive closure** for the August First Friday event.
- Wesley Dismore reported that he was unable to influence the decision but suggested continuing **existing communication channels** with DOTI for further discussions.

### **Urban Design Focus**

- David Brehm emphasized the importance of concentrating on **urban design aspects** over utility conflicts in next week's meeting.
- Wesley Dismore agreed and will provide **visual materials and resources** to address these elements.

### **Project Timeline & Future Public Outreach**

- Concerns were raised about the public perception that the project has stalled.
- Need for another **public information session** to update the community.
- Wesley Dismore to **develop a plan for future outreach efforts**.

### **Additional Comments & Questions**

- Inquiry about **three-part project component adjustments** and whether changes would be incorporated into the streetscape improvements.



- Wesley acknowledged the concerns and suggested **revisiting the discussion** in the new calendar year.

## **Committees/Reports/Updates**

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

- Grants & Funding:
  - Received a grant from Bunfy Staten Foundation with a three-year commitment.
  - Two grants awarded by Denver Arts and Venues:
    - Arts and Culture Fund for Residency Program.
    - General support for creative districts.
  - Potential for further collaboration with Denver Arts and Venues.
- Strategic Planning:
  - Scheduled for the upcoming week.
  - Focus on reassessing post-COVID strategies, emphasizing economic development alongside arts and community work.
  - Plans to strengthen partnerships with BID, Neighborhood Associations, and other stakeholders.
- Community Engagement:
  - Hosting a Community Happy Hour at Renegade Brewing on February 1st, 4-8 PM.
  - Opportunity for members, business owners, and artists to connect.
  - Flyer shared via member listserv and social media.
- Board Member Recruitment:
  - Seeking additional board members to increase from seven to nine.
  - Open to individuals passionate about the arts district and community involvement.
  - Contact Anna Paula Pinto for more details.
- Membership Drive:
  - Encouraging businesses, artists, and individuals to join the Art District membership program.
  - Offers marketing support, event participation, and bi-monthly meetings.

### **Sponsorship & Banners**

- Banner Availability:
  - One remaining banner is available for sponsorship at \$500.
  - Encouraging interested parties to secure the final banner for production to move forward.



## **Business for Creatives Program**

- Upcoming SBA Initiative:
  - A meeting was held with Frances Padilla from SBA regarding the Business for Creatives program through SBDC.
  - Includes a conference tailored for artists in business.
  - Details on the date and location to be confirmed.
  - Potential opportunity for emerging artists and Santa Fe Drive artists to participate.

## **Additional Comments**

- Participation in the Conference:
  - Suggested that the Art District be represented at the Business for Creatives conference.
  - Recognized as a valuable opportunity for broader business and arts integration.

## **August First Friday Street Closure Concerns (Andrea Barela)**

- August First Friday has historically involved a full street closure of Santa Fe Drive between 6th and 11th Avenue.
- The Department of Transportation and Infrastructure (DOTI) has informed the BID that full street closures will no longer be permitted due to safety concerns.
- Concerns were raised regarding the impact of this change on foot traffic, safety, and the overall experience of the event.
- DOTI's reasoning centers around vehicle congestion and safety issues on alternative routes, particularly Inca Street, where past incidents of minor vehicle damage have occurred.
- Alternative suggestions from DOTI include moving the event to a Saturday or Sunday, which was met with resistance as it contradicts the nature of "First Friday."

## **Response to DOTI's Decision**

### **Concerns Raised:**

- Board members expressed skepticism over DOTI's safety justification.
- Some members view this as an unnecessary bureaucratic barrier to the event's success.
- Suggestion to escalate the issue at the Advisory Committee meeting with City Council Member Jamie Torres.
- Encouragement for community members to voice concerns directly to DOTI.



### **Alternative Approaches:**

- Scaling back August First Friday to an avenue-only closure rather than a full street closure.
- Continuing discussions with DOTI to explore compromise solutions.
- Assessing budgetary impacts of the revised event format.

### **Plans for Monthly First Friday Events**

- The Art District, in partnership with the BID, will implement avenue closures rather than full street closures for First Fridays from May to September.
- Avenues that will be closed include:
  - 7th Avenue (west side)
  - 9th Avenue (both sides from Santa Fe Drive to the alleys)
  - 10th Avenue (east side)
- This approach is intended to better control vendor placement and reduce safety concerns.
- Plans include structured vending opportunities and a vendor registration system to mitigate unauthorized setups along Santa Fe Drive.

### **Open Forum**

- Questions were raised regarding the feasibility of shutting down additional avenues.
- Clarification was given that 8th Avenue cannot be shut down due to traffic concerns.
- Neighborhood notifications with detailed maps and guidelines will be distributed in advance.

### **Question about Event Restrictions**

- **Jim Stevens** raised a question about a communication from Dottie stating that certain events can no longer take place.
- **Andrea Barela** confirmed that the decision was communicated by Michael Home, though it was a result of discussions with other entities, including the Office of Special Events and Traffic Engineering.
- **David Brehm** suggested taking the issue to the City Council for resolution.

### **Concern About Property Taxes and Business Support**

- **Tom McLagan** raised concerns about the impact of these decisions on property taxes and the bid fee, which is supposed to support businesses along the corridor. He emphasized the need for the city to accommodate the local district, especially considering the significant amount of tax revenue generated from the area.



- **Andrea Barela** agreed with Tom, acknowledging the validity of his points.

### **Budget Constraints and City Event Closures**

- **Andrea Barela** mentioned the closure of the 5 Points Jazz Festival due to budgetary constraints, explaining that the city couldn't afford the event anymore. She also highlighted the high costs of events, like the Cinco de Mayo festival, but reiterated the importance of these events for economic development and visibility for the district.

### **Plan to Approach the City Council**

- **Jim Stevens** suggested preparing a presentation to show the financial benefits of the events, especially First Fridays, to highlight their significance over the years.
- **Andrea Barela** emphasized the need to discuss with the City Council, but there was uncertainty about what specific safety issues led to the decision.

### **Next Steps & Action Items**

- Continue discussions with DOTI and city representatives regarding alternative solutions.
- Secure sponsorship funding for upcoming First Fridays.
- Finalize street closure plans and communicate changes to businesses and residents.
- Provide updates at the next BID meeting.

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

- **Andrea Barela** opened the floor for updates or open discussion regarding other community matters.
- **Jim Stevens** mentioned the ongoing Veterans Arts Council project, which is collaborating with state legislators to display veteran artists' work in their offices at the State Capitol. This project is raising the visibility of the district within the state legislature.
- **Andrea Barela** recommended the SBA's "Boots to Business" program, which helps veterans start their businesses. Jim expressed interest in pursuing this initiative for veterans in the district.

### **Upcoming Events**

- **Andrea Barela** reminded everyone about the happy hour event this Saturday at Renegade on 9th Street.



### **Chad Brown Introduction:**

- Chad introduced himself as the senior property manager at District Flats and mentioned that he had worked with Jackie on installing a gate to help with the homeless problem in Santa Fe.
- He shared that a virtual bulletin board was set up in the building to promote local events. He explained that the cost is minimal (30 cents for a 3-hour window), and he is the point of contact for adding or removing flyers.
- Chad also offered to help anyone who wants to use the bulletin board by sending an invitation to upload flyers.

### **Kristina from Colorado Ballet:**

- Kristina suggested that the ballet could host events or performances during 1st Fridays and offered their 100+ seat theater for such events.
- She mentioned the challenge of building access and parking, as the ballet's main entrance is on 11th Street, but emphasized that the ballet programs performances around 1st Fridays.
- The suggestion was well-received, with a discussion about incorporating more performance art into the 1st Friday events.

### **Adjourned Discussion:**

- Andrea mentioned she had to leave for another meeting but thanked everyone for attending and confirmed she would see them next time.
- David noted that the next meeting would be run by George, and there was a Santa Fe update scheduled with Wesley for next Tuesday.
- The meeting concluded without any additional urgent matters being raised.

**The next meeting will be on 2/25/2025**