



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

Held Tuesday, October 28, 2025, at 3:00 p.m. via ZOOM. The facilitator, George Lim, called the meeting to order on behalf of the Board of Directors of the Santa Fe BID.

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> George Lim - BOD Rusty Brown - BOD Michael Vela - BOD Sasha Zanabria - BOD Tom McLagan - BOD Jackie - ED Kristina Sablatura - BOD Andrea Barela - BOD David Brehm - BOD Jim Stevens - BOD <u>NOT PRESENT</u></p>	<p><u>Guests</u> Wesley, City of Denver Technician Vanessa Sanchez, Denver Police Department (CRO Officer) Evan Dreyer - Vibrant Bond Ana Paula Pinto - ADSF Lindsey Bell - ADSF Community Members:</p>
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Approval of minutes from the last meeting

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

Approval of the Agenda

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

Guest Updates

Officer Technician Vanessa Sanchez (Crime Report)



September Crime Overview

- **Total Incidents:** 8
- **Total Calls for Service:** 24
 - 23 citizen-initiated
 - 1 officer-initiated

Types of Calls

- **Trespass / Unwanted Persons:** 10 calls

Crime Trends (August → September)

- Counterfeiting/Forgery: 1 → 0
- Criminal Mischief/Damage to Property: 2 → 0
- Extortion: 1 → 0
- Fraud: 1 → 1
- Larceny: 1 → 1
- Theft From Motor Vehicle: 0 → 1
- Motor Vehicle Theft: 0 → 1
- Robbery: 1 → 1
- Stolen Property: 0 → 0

Follow-up on Robbery

- Robbery is classified under **crimes against property**, indicating it involves a **business**, not an individual.
- Vanessa offered to research specifics if needed.

Comments

- George and board members expressed appreciation for declining crime numbers.
- Vanessa was thanked for her report and returned to regular duties.

Guest Presentation –

New Guest



- **Lindsey Bell** – joining on behalf of the Art District; incoming Board President replacing Scott Wilson.
 - Background: long-time arts advocate, gallery operator, former Colorado Business Committee for the Arts, currently with Central City Opera.

Board Introductions (for Lindsey’s benefit)

- **Jim Stevens** – Director, Veterans Arts Council & VFW Art Gallery
- **Kristy/Kristina** – (Mutual recognition with Lindsey) Ballet
- **Tom McLagan** – Hydra Construction, 1000 block
- **Michael Vela** – Co-owner, Room for Friends Wine Bar
- **David Brehm** – Member-at-large; home planner & urban designer
- **Andrea Barela** – NEWSED CDC; Art District board member
- **Sasha** – Owner, El Taco de Mexico (7th & Santa Fe)
- **George Lim** – BID Board President; business owner on 9th Avenue
- **Rusty Brown** - Semple Brown, architecture and design firm

Lindsey thanked the group and expressed enthusiasm for future collaboration.

Vibrant Denver Bond Campaign Presentation

Presenter: Evan Dreyer, Deputy Chief of Staff, City and County of Denver

Campaign Status (Measures 2A–2E)

- One week remains in the election cycle.
- **Ballots should no longer be mailed**; focus is now on **Get Out the Vote** efforts.
- Overall momentum is positive, **but 2A is lagging** and requires extra attention.

Concerns Noted

- **A large dollar amount** on the ballot may deter some voters.
- Some **bicycle advocates** feel there is insufficient bike-lane investment.
- Many voters are **unaware of the measure** or the election itself.

Call to Action for BID Board

- Amplify messaging across:



- Email newsletters
- Social media
- Personal and business networks
- Trusted voices, such as BID members, are critical to shifting public perception.

Yard Signs

- Yard signs are available.
- Evan will arrange delivery for members who provide their address.

Jackie shared insights from the **Burnham Yard CAC meeting**:

- Significant **public misunderstanding** about how the Vibrant Bond is funded.
- Many attendees incorrectly stated it is funded by “taxes.”
- Jackie emphasized the need for **clear communication** on the funding structure to avoid misinformation.

Evan Dreyer emphasized the need to effectively counter the misconception that the bond “passes on debt to future generations.”

- The more accurate message: *failing to act now* passes along *bigger problems* to future generations.
- The choice is binary: **either city repairs and improvements happen, or they don't.**

George Lim agreed, adding that failure to repair infrastructure directly harms **economic development and revitalization efforts.**

David Brehm highlighted key points for community clarification:

- A “no” vote does **NOT decrease taxes.**
- Infrastructure cannot wait until funds are saved outright—similar to needing a mortgage to buy a home.
- Bond payments occur over time, while infrastructure benefits are immediate.

Jim Stevens reinforced that bonds are paid back gradually, not through a large immediate tax increase.

The group discussed the misunderstanding that the Streetscape Project only involves “above-ground beautification.”



- **Important clarification:** The work includes **extensive underground infrastructure repair** that has long been degrading along Santa Fe Drive.
- Several property owners were unaware of the extensive underground work included.

Media & Outreach Strategy

Andrea Barela asked about the noticeable lack of TV ads compared to previous bond campaigns.

Evan Dreyer responded:

- The campaign's primary focus is **streaming platforms** (YouTube, Hulu, Netflix, Paramount+), reflecting changes in media consumption.
- Limited broadcast TV buys have been placed, with adjustments planned for the final 6-day push.

Board Feedback:

- Board members encouraged **more visibility on traditional local TV**, particularly Channels 9 and 31.
- They noted that many likely voters—especially older constituents—still rely on broadcast television.

Evan confirmed that ad buys include:

- Morning news on 9 and 31
- Kyle Clark's "Next"
- Sunday Broncos game spots
- Continued digital/streaming placements

Geo-Targeting & Demographics

Jackie asked whether messaging had geographic targeting.

Evan explained:

- Targeting is **demographic-based**, not geographic.
- Focus is on:
 - **Unaffiliated voters** (considered most persuadable)
 - **Younger unaffiliated women**



- The campaign has now shifted from persuasion to **Get Out the Vote (GOTV)**.

He also stressed the value of **normalizing bonds**:

- Denver has passed multiple bond packages successfully over 35 years.
- Many major U.S. cities issue bonds routinely.
- Not acting leads to long-term consequences—as seen in cities like Detroit.

Neighborhood Coordination & Unified Messaging

George Lim emphasized:

- The importance of BID, La Alma–Lincoln Park Neighborhood Association, and the Art District speaking with **one unified voice**.
- Residents need reassurance:
 - Bonds are not new or unusual
 - They are essential to avoid deterioration
 - Failure to pass the bond harms the next generation and economic stability

Evan will send a **messaging toolkit** for email, social media, and community outreach.

- The toolkit will include tailored information consistent across organizations.

Executive Director Updates (Jackie Bouvier)

Jackie Bouvier provided administrative updates:

- Welcomed **Lindsay** to the meeting as a representative from the Art District.
- Acknowledged **Nate** stepping into the La Alma–Lincoln Park Neighborhood Association seat.
- Encouraged continued **tri-organization collaboration**, an effort historically championed by Andrea.
- Expressed a desire to formally integrate **LALPNA** into strategic coordination meetings for the Streetscape Project and broader planning.

Jackie also informed the board that she is currently **locked out of the BID website** due to an antivirus update issue:

- This may temporarily affect timely content updates.
- She is actively working on restoring access to avoid missing information or public concerns.



George noted that despite the temporary website issue, **newsletter and social media updates remain active.**

Parking Meter Update & Streetscape Integration

Jackie Bouvier reported that **Wesley** informed her he would be running late and may or may not join the meeting.

Jackie shared that she and **George** met with Wesley, **Rolando**, and another city representative (believed to be **Steven**) regarding the **parking meter initiative.**

She explained the following key points:

- The City representative oversees **parking meters for Denver.**
- The project is now **moving forward** and will be tied into the **Streetscape Project.**
- Santa Fe has shifted from previously not being considered to now being a **priority corridor** within the City's evaluation.
- Santa Fe has the "perfect opportunity" to implement this due to the current timing and alignment with city planning.

Jackie emphasized that her push for this initiative is to ensure the BID can secure **additional revenue** through parking management to help fund:

- Maintenance and upkeep of future **Streetscape improvements**
- Long-term sustainability of corridor enhancements
- Ensuring revenue does **not go entirely to the City**, but benefits Santa Fe's **business and property owners**

George Lim added:

- This concept originated from **business owners on the corridor**, and it is important the narrative reflects that community-driven request.
- From a professional urban planning standpoint, **paid parking** is a widely recommended tool for Main Streets and downtown revitalization because:
 - It encourages customer turnover and business access.
 - It reduces employees occupying valuable street parking.
- His company works with a **parking app**, aligning with the City's preferred approach for Santa Fe.
- The app-based system allows visitors to **add time digitally**, eliminating the need to return to physical meters.



Parking App / Pay-by-App Discussion

- George Lim reiterated that implementing a parking app will revitalize the corridor, increase parking turnover, and benefit businesses. He noted that, according to Scott (City DOTI), adding paid parking on Santa Fe would open long-term employee parking on Kalamath and Inca. Businesses would need to direct their employees to use these designated areas, which George believes is fair and beneficial.
- Jackie Bouvier confirmed that the City also expects to identify designated employee parking zones as part of the project.
- Tom McLagan asked about potential revenue from the parking app pilot. Jackie said pricing (25¢ vs 50¢ add-on) is still being analyzed by Scott, who recently expanded the scope to include some avenues and possibly Kalamath.
- George shared that Rusty previously estimated possible revenue around **\$10,000 annually**, depending on the fee structure. Using Troy, NY, as an example, George emphasized that similar programs generated substantial reserves used for maintenance and improvements. Normal city parking is \$2/hr; the “district fee” would be an added 25–50¢. George highlighted strong outcomes in other business districts.
- Tom asked whether the system also improves enforcement efficiency. George confirmed but noted the City must clarify its enforcement partnership. Jackie responded that the city’s preliminary study anticipated that part of the revenue would fund an enforcement staff member and plate-checking system.
- Jim Stevens joked that “enforcement” is currently chalking tires. Jackie emphasized the board must decide if it fully supports moving forward.

Board members discussed long-term parking abuses along Santa Fe:

- Jim Stevens reported vehicles parked 5–6 hours with no turnover.
- Michael Vela admitted he has parked for 5 hours and still strongly supports the app.
- George noted that contractors and construction crews park long-term north of the corridor, further stressing turnover issues.

George reminded the group that support for the parking app came directly from community input during the Streetscape planning process, emphasizing the need for alignment across all three organizations (BID, ADMSF, and community partners).

Executive Director Report

Jackie Bouvier reported:



- All year-end budgets (due September 30), documentation, and insurance requirements have been completed and submitted.
- Vendor quotes for the new year are being collected.
- Bond outreach: attending committees, public meetings, and community discussions to ensure messaging accuracy.
- Tried to schedule to meeting with Cheryl Spector (delayed due to both traveling).
- Continuing one-on-one coffee chats with corridor stakeholders—board members encouraged to refer anyone wanting to meet.

Denver Post Bond Coverage

Jackie asked whether the Denver Post interview had occurred.

Andrea Barela stated she never received a call.

George requested that Jackie email the reporter directly to ensure coverage proceeds, emphasizing the importance of public communication.

Art District Position on Bond Support

Andrea asked Ana Paula (Art District) whether the Art District plans to post public support for the bond on social media.

Ana Paula explained:

- The Art District board has **not refused** to support the bond.
- Hesitation stems from business members expressing concerns about construction impacts.
- The Art District wants written mitigation plans to share with members before publicly endorsing the bond.
- Despite requesting information from Wesley (DOTI) and Evan, no documents have been sent.

Board Response:

George expressed disappointment because the Streetscape project originated within the Art District board years ago. He noted the absence of support signs at 910, which previously displayed them, and stated that the project will benefit the corridor and that support is essential.

Andrea emphasized urgency: without Art District support, the project risks losing bond inclusion. She stressed that construction mitigation strategies will not mirror Colfax because the projects differ significantly. She reinforced the need for unified leadership and action.



Jim reminded the group that DOTI (via Wesley) has repeatedly acknowledged the importance of mitigation planning.

Lindsey offered help drafting language once mitigation materials are provided.

Jackie requested data:

- How many Art District members are concerned?
- How many are physically located in the corridor?

She added that if only a small number (3–5 businesses) have concerns, leadership could engage them directly.

Ana Paula clarified:

- The Art District **is supportive** and wants the project to succeed.
- However, without written mitigation assurances, members assume DOTI has no plan, which heightens concerns.
- They intend to represent member voices responsibly, not to oppose the bond.
- Once they receive the appropriate documents, they are willing to finalize and publish their support.

Mitigation for Business Impact

- George Lim emphasized the importance of including mitigation for business impacts as part of the project and requested assurances that this would be communicated publicly.
- Wesley Dismore (DOTI) confirmed that mitigation planning is ongoing and involves multiple city departments, including DITO, the Denver Economic Development Office, and the mayor's office. He noted his role is more technical (engineering, utilities) rather than business support, but reassured attendees that experts in business development are involved.
- **City Coordination and Resources**
 - Wesley highlighted frequent internal meetings within the city to marshal resources and coordinate mitigation efforts.
 - He offered to schedule an additional meeting for stakeholders to receive specific updates before the upcoming vote.



- **Art District and BID Support**

- Lindsey Bell and Ana Paula Pinto clarified that the Art District fully supports the project. The delay in public communication was due to awaiting detailed information to accurately respond to member inquiries.
- George Lim stressed the urgency of posting public support from all three organizations (Art District, BID, and neighborhood groups) to counter rumors and encourage positive engagement from community members.

- **Business Owner Perspectives**

- Sasha shared her experience as a long-time business owner, emphasizing that while construction may have short-term effects, the project will ultimately benefit businesses and enhance the corridor. She encouraged timely public support from the Art District to strengthen community alignment.

- **Need for Public Statement**

- Andrea Barela emphasized the gravity of the situation, noting the limited time to mobilize support before the bond vote (2A) and the necessity of presenting a unified message.
- David Brehm suggested drafting a letter affirming overall support for the project while acknowledging that mitigation measures will continue to be developed, allowing immediate posting to guide member voting.
- Ana Paula Pinto agreed to draft a statement reflecting both encouragement for support and acknowledgement of ongoing mitigation considerations.

- **Apologies and Call for Collaboration**

- Ana Paula and George acknowledged miscommunication and expressed a desire to work collaboratively with mutual respect.

Cont'd Discussion on Bond Project Support

- **George Lim** emphasized the need to show public support for the bond project, clarifying that the Art District does support it despite some concerns from galleries.
- Requested a public statement be posted promptly to encourage last-minute voters.
- **David Brehm** noted that Lindsey and Ana Paula understood the message and would draft a statement soon. Commitment from the city and BID to keep businesses open will follow.



- **Jackie Bouvier** stressed the importance of proactive and collaborative communication moving forward, addressing past frustrations about delayed support.
- **Ana Paula Pinto** clarified prior communications: she was waiting for additional information to share publicly, but confirmed overall support has been communicated to members.

Action Items:

- Ana Paula Pinto to draft a public statement/letter expressing support for the project and outlining ongoing mitigation efforts.
- Stakeholders to post supportive messaging from Art District, BID, and neighborhood groups to encourage community confidence.
- Wesley Dismore to continue coordinating city resources and provide updates as available.
- Continued collaboration between all organizations to ensure timely communication and community support leading up to the vote.

Streetscape Update (DOTI)

- **Wesley Dismore** reported that test rolls and exploratory test holes are ongoing; utility locations have been challenging.
- Work on public communication and stakeholder engagement is paused until after the bond vote to maintain neutrality.
- Scheduled follow-up meetings after the bond vote to determine next steps.
- Wesley will call stakeholders on Wednesday after the vote to discuss results and next steps.

Art District / Economic Development Updates

- **Ana Paula Pinto** reported on the **Dia de Muertos** event scheduled for **November 7th**, featuring:
 - Full programming with stage performances
 - Traditional procession
 - Street closures from 6th to 10th Avenue
 - Notifications sent to businesses; request for board assistance in sharing information
- Ongoing planning for end-of-year budget review and annual strategic plan. Collaboration with neighborhood associations is encouraged.
- **Lindsey** was welcomed as a new Art District board member, filling the role previously held by Scott.
- **Jim Stevens** discussed potential collaboration with the Denver Art Museum exhibit for veterans and a PBS documentary. Exploring how to integrate the Art District into the project.



Action Items:

- Ana Paula to coordinate with Jim Stevens and Lindsey for collaboration on veterans' exhibit and PBS documentary.
- Art District to assist with Dia de Muertos candles (EFW involvement confirmed).

Key Takeaways:

- Full support exists from all major stakeholders; delays were due to awaiting necessary information.
- Immediate public messaging is critical to counter rumors and ensure community confidence.
- Mitigation planning is ongoing, and the city is committed to minimizing disruption to businesses.
- Collaboration and respectful communication are essential to maintain unified advocacy.

Resolution Hearing VOTE

Board Meeting Date / Resolution Vote

- **Jackie Bouvier** outlined the process for setting the vote date: proposal read, motion seconded, community discussion invited.
- **George Lim / Board** discussion on optimal date:
 - November 25th has been proposed as the next board meeting date
 - Consensus to maintain **November 25th** despite Thanksgiving week; aligns with municipal schedules and consistent meeting timing.
- **Vote:** Approved unanimously.

Action Items:

- Jackie and Linda to send out email and post meeting/resolution information publicly.

New Business/Old Business

- **David Brehm:** Requested the board update his email address from Plan West to Land Design (dbam@landdesign.com).
- **Michael Vela:** Reported an increase in commercial vacancies between 7th and 8th Avenue.
- Discussion on strategies for engaging vacant storefronts:
 - Suggestion for pop-up use and artist displays in vacant spaces, modeled after the City of Olympia Art District initiative.



- Jackie noted bank-owned properties often restrict build-outs, limiting rental opportunities.

Action Items:

- Consider strategic approaches for managing and activating vacant commercial spaces in the BID.
- Explore partnerships with property owners and local artists to increase foot traffic and engagement.

The next meeting will be on 11/25/2025