Santa Fe
BUSINESS IMPROVEMENT DISTRICT
OPERATING PLAN

Name: The Santa Fe Business Improvement District

Legal Authority: A BID in Colorado is organized pursuant to the Business Improvement District Act, Section 31-25-1201 et seq., Colorado Revised Statutes.

BID Boundaries: The BID area encompasses generally the Santa Fe Drive corridor from 6th to 13th Avenues. A map of the district is below. Personal property is not included in the BID boundary.

Work Program: The recommended work program includes activities and priorities developed by business and property owners along the Corridor.

- **Physical Public Improvements** – To create a more attractive and appealing environment
  - Place making improvements
  - Other initiatives as appropriate

- **Enhanced Maintenance** – To maintain Santa Fe Drive’s unique character and ambience
  - Trash and graffiti removal
  - Sweeping, power washing
  - Landscaping
  - Tree watering and irrigation upkeep
  - Other efforts as appropriate

- **Safety** – Keeping Santa Fe Drive safe and inviting
  - Working to ensure the Santa Fe Drive corridor remains safe by working collaborate with RNOs, residents and businesses.

- **Economic Development** – To attract more visitors, customers, and businesses to Santa Fe Drive
  - Communications and public relations efforts
  - Business attraction and support
  - Special events and promotions
  - Other efforts as appropriate

Assessment Methodology/Budget: The special assessment is on real properties only. No personal property is included in the BID.

The special assessment will be $7.81 per linear foot of frontage along Santa Fe Drive plus 9.9 cents per square foot of building, raising approximately $100,000.
The BID board will determine the annual operating budget. The BID shall be authorized to increase its special assessment revenues each year, not to exceed the percentage of inflation plus local growth (as allowable by TABOR).

**BID Governance:** The BID statute allows for a board of 5 to 11 members who are BID electors. The Santa Fe BID consists of 7 appointed members to allow for a diversity of property types, uses and geography, and property owners from the existing LMDs. Initial BID board representation will include:

1. Former Maintenance District A
2. Former Maintenance District B
3. Arts District
4. Non-profit
5. Small property with an annual assessment under $5,000
6. Large property with an annual assessment over $5,000
7. At-large

**Recommended Program Management Structure:** The BID will deliver programs and services for the areas of the district that pay into the BID through a special assessment. The BID has its own board, work program, may have a staffing component and/or contract for services and programming.

**Bonding (Debt):** As allowed by law, the BID may issue bonds or other multiple year financial obligations only if the BID is authorized to do so by its voters in a future election and by its operating plan and budget. The election must comply with all applicable state requirements, including the TABOR Amendment, and the election would limit the amount of debt that may be issued to the amount that is approved by the BID voters. The BID has not yet held an election to authorize bonds and has no current plans to do so in 2019.

**Term:** BIDs in Colorado may be perpetual. However, the Santa Fe BID will have an initial ten-year term. This will allow for property owners to evaluate the BID’s effectiveness at the end of the term. If the BID is deemed successful, the BID will request that the City Council renew the BID by ordinance after the initial period. If the BID is not considered to be successful, it will sunset at the end of the initial term.

**City Services:** BID services will be designed to supplement existing City services and will be in addition to City services that are currently provided along Santa Fe Drive. BID services will not replace any existing City services.
Santa Fe Business Improvement District  
Budget vs. Actuals: 2019 Budget - FY19 P&L  
January - December 2019

### Total Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Jan - Aug 2019 Actual</th>
<th>Projected YTD Dec 2019</th>
<th>Budget</th>
<th>2020 Projected Budget</th>
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<td><strong>Total Income</strong></td>
<td><strong>109,489.72</strong></td>
<td><strong>116,334.89</strong></td>
<td><strong>107,398.20</strong></td>
<td><strong>133,370.67</strong></td>
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### Gross Profit

| Gross Profit | 109,489.72 | 116,334.89 | 107,398.20 | 133,370.67 |

### Total Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Jan - Aug 2019 Actual</th>
<th>Projected YTD Dec 2019</th>
<th>Budget</th>
<th>2020 Projected Budget</th>
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### Net Operating Income

<p>| Net Operating Income | 35,419.52 | (4,671.26) | 4,838.20 | - |
| Net Income           | $35,419.52 | $(4,671.26) | $4,838.20 | $0.00 |</p>
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<td>Net Income</td>
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Santa Fe Business Improvement District  
Board of Directors Roaster 2019

**Andrea Barela**  
**Board President**  
Term appointment: January 2015  
Expiration: 2020  
Development Director of NEWSED CDC and Program Officer for Santa Fe Drive Redevelopment Corporation nonprofit property owners on 1000 and 700 blocks  
901 W 10th Avenue Suite 2A  
Denver, CO 80204  
(303)534-8342 x 110  
abarela@newsed.org

**Rusty Brown**  
**Board Treasurer**  
Term appointment: January 2015  
Expiration: 2020  
Principal at Semple Brown Designs and property owner on 1100 block  
1160 Santa Fe Drive  
Denver, CO 80204  
(303) 571-4137  
RBrown@semplebrowndesign.com

**Jack Pappalardo**  
**Assistant Secretary**  
Term appointment: January 2015  
Expiration: 2020  
President of Art District on Santa Fe and property owner on 800 block  
828 Santa Fe Drive  
Denver, CO 80204  
(303) 807-2674  
JackDP@Earthlink.net

**Lindi Sinton**  
**Member**  
Term appointment: January 2019  
Expiration: 2023  
Volunteers of America Division Director, nonprofit property owner on 1200 block  
2660 Larimer Street  
Denver, Colorado 80205  
(720)264-3300  
lisinton@voacolorado.org
Susan Taub
Member
Term appointment: January 2019
Expiration: 2023
First Stone Development
2520 E. Alameda Cir
Denver, CO 80209
(516)695-9016
staub@firststonedev.com

Tom McLagan
Member
Term appointment: April 2019
Expiration: April 2019
HYDER CONSTRUCTION
1031 Santa Fe Drive, Suite 300
Denver, CO 80204
TMCiIan@hyderinc.com
Activities performed in 2019 and planned for 2020

Physical Public Improvements – To create a more attractive and appealing environment
Place making improvements
Other initiatives as appropriate

Enhanced Maintenance – To maintain Santa Fe Drive’s unique character and ambience
Trash and graffiti removal
Sweeping, power washing
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1031 Santa Fe Drive, Suite 300
Denver, CO 80204
TMcLagan@hyderinc.com
RECORD OF PROCEEDINGS
MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
SANTA FE BUSINESS IMPROVEMENT DISTRICT

Held: Tuesday, January 15, 2019, at 3:06 pm at Semple Brown Design, 1160 Santa Fe Drive, Denver, CO 80204.

ATTENDANCE:
A regular meeting of the Board of Directors of Santa Fe Business Improvement District, City and County of Denver, Colorado was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Board Members/Advisors Present
Andrea Barela
Jack Pappalardo
Rusty Brown
Lindi Sinton
Susan Taub
Cheryl Spector

Community Members Present
Erik Isaac
David Griggs
Amanda Hardin

Open Public Meeting

December Minute Approval
December board minutes were reviewed and accepted. Approval of minutes was motioned by Rusty and seconded by Jack, all were in favor.

Task Force Update
StreetScape meeting will be next week on January 24, 2019, at 5:30 PM at Su Teatro.

BID responsibilities are to get the word out to take pictures with the #SantaFeStreetscape as was stated in the last BID meeting.

Gaby from Public Works is urging people to walk around Santa Fe Drive and take pictures and post them to social media with #SantaFeStreetScape in the hopes of creating more awareness of what people like and dislike.

Andrea will send email to Gabriella and send out an email to BID members and partnerships to make sure the word gets out. Andrea suggested to LPNA & Art District to promote it on their social media pages to spread the word to the public.

Open Public Comment
- What is going on with the banner project?
All ten banners have been sold, the art galleries are receiving graphics to show them what their banner might look like. As of right now, no time estimation is set for the Art District to finish with the banner project because it's being volunteer driven.

Will there be a charge to take down the banners from the CSG maintenance people?

Andrea to find out.

- Historic Denver Effort

Meeting for Historic Designation Landmark Wednesday, January 30, 2019 form 6 – 8:00 PM at Su Teatro.

What does this mean?
An effort to preserve the form and architecture of the neighborhood. The boundaries are from 14th ½ to 11th Ave and Lipan to Mariposa, that has 1880’s structure residences. Landmark usually covers a whole block.

- Design Overlay

The design overlay effort, Amanda, Jack and David who are involved with the effort are meeting with CPD (Community of Planning and Development). This meeting will go over the regulations and show the design overlay to the property owners who will be affected by it for the approval, conditions or objections. If the proposed overlays are supported by city council and the majority of property owners then it will become part of the zoning. Paul Lopez is in support of the design overlay but because his term is almost over, whoever takes the place for District 3 this design overlay process will be passed on to them.

- Zoning change request / Zocalo Shopping Center Land

The group that owns the Zocalo shopping center and land on Colfax and Kalamath wants the design overlay committee to hear what they want to do with maximizing the zoning on their corner. Their goal is to raise the value of the dirt for future sale of the property. The RNO committee has been very clear about not supporting them if they do not come with a real project or developer because it’s two-acre lot and they are proposing max height / twelve-story zoning. It is currently not zoned for a twelve-story building.

Art District
The Art District has voted in Shaina Belton as the Board President.

LPNA
LPNA 4th Wednesday of every month meeting at Youth on Record at 6:30 PM
LPNA has started having a community happy hour before their monthly meetings from 5-6: 00 PM at the Buckhorn Exchange upstairs.
Public Meeting Closed Open Closed Session

BID Executive Director Search
The search and hiring committee made up of Andrea, Lindi and Cheryl has identified the individual they would like to offer the Executive Director position to.

After many interviews the committee is recommending the Executive Director position be offered to Lesly Klein and that a consulting contract be offered to Judy Montero.

Judy Montero has a lot to offer the BID because of her professional background as a City Councilwoman for District 3 which she held for 12 years. The committee felt Judy could offer a lot of assistance through political direction and advocacy as opposed to focusing on the other administrative and marketing needs of the BID. Judy mentioned that marketing is not one of her strong points. Judy also has her own consulting company (Confluence Community Solutions) that she manages and works with different clients. Through this business she helps non-profits navigate the city's systems and make contacts on their behalf. This intrigued the committee and the possibilities of working with her due to our recent stakeholder committee/pilot project, there is possible navigational work to be done that the BID could use her assistance with. The committee thinks the best use of Judy’s effort would be for the BID to become one of her clients. A budget of $10K was proposed to work with Judy. Lindi will reach out to her to see if this will be agreeable.

Lesly Klein has many different experiences and skills that match well with what the BID is looking for as a director. Lesly is willing to be an administrative person and a leader. Her marketing and event experience is very strong. Lesly worked for the Golden Chamber of Commerce for five years and her role was similar to the job description.

Motion to hire Lesly Klein as a part-time BID director for $30,000 on a one-year contract in accordance with the job description.

Rusty motioned first, seconded by Jack, all in favor. Lindi will reach out to Lesly to offer her the position.

Andrea has offered office space at the Zone, NEWSED’s retail space located at 725 Santa Fe Dr, and will train Lesly on all job components through the end of her term.

BID board members and status
Susan- Sent in city application and is waiting for response
Mark- Needs to resign his position with a written letter.
Erik – Needs to complete BID’s application.
Cheryl & Debbie – What is the status?

Meeting Adjourned
4:43 pm

Next Meeting
Tuesday, February 19, at 3:00 pm – Semple Brown, 1160 Santa Fe Drive
Held: Tuesday, January 15, 2019, at 3:06 pm at Semple Brown Design, 1160 Santa Fe Drive, Denver, CO 80204.

ATTENDANCE:
A regular meeting of the Board of Directors of Santa Fe Business Improvement District, City and County of Denver, Colorado was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Board Members/Advisors Present
Andrea Barela
Jack Pappalardo
Rusty Brown
Lindi Sinton
Susan Taub
Cheryl Spector

Community Members Present
Erik Isaac
David Griggs
Amanda Hardin
Shaina Belton

December Minute Approval
January board minutes were reviewed with one correction to the attendance. Approval of minutes was motioned by Lindi and seconded by Rusty, all were in favor.

Executive Director Search
At the previous meeting a motion was made to hire Lesly Klein as a part-time BID director for $30,000 on a one-year contract. Lindi offered the position Lesly. Lesly turned down the position. Her concern was that the position would require more time than the job description calls for and she requested more money.

Judy Montero also turned down the consulting contract recommend at January’s meeting.

Lindi and the hiring committee are to conduct a second round of interviews and keep the board up to date on the progress. Lindi will reach out to the persons' references to check their background.

Task Force Update
No meeting was held in February. Next meeting will be in March, date TDB. Andrea and Gabriella Arismendi (Task Force Project Coordinator) had a conversation about the possibility of holding off on the project’s physical pilot project until 2020 to have more time to plan, build and leave up for an extended time. Gabriella does not think that it will be feasible or possible strike a pilot project for this year and have it had meaningful impact. She is also worried that there will not be enough money and she would like to make sure the project makes a bigger impact from the 800 block to the 1400 block. Gabriella
mentioned at a previous BID meeting that she knows of other programs that have funding for these types of projects. There's more to come on this project.

**Tim Correra Update**

A small claims court order has been issued to Andrea and the Santa Fe BID on behalf of Tim Correra for the maximum amount of $7,500. The court date is March 7th and the BID board was alerted to this situation ahead of time by email. Over email the board recommended that Andrea contract the BID's legal representation. Andrea has done so and will keep BID members updated of any changes. Andrea is seeking a later date for the court hearing. Tim Correra is claiming that he does not receive any services from that BID among other issues. It was recommended that Andrea check to see if this type of situation would be covered by the BID’s D&O insurance.

**Shaina Belton - Newly elected Board President for the Art District**

Shaina introduced herself and gave some background. Shaina would like to have a more collaborative relationship with BID. She is seeking BID's help for the August First Friday event. As of now, the Art District does not have it in their budget to be able to pay for street closure for the event.

Shaina brought a handout of the 2019 forecasted budget for the Art District as well as other detailed financials. She also revisited a proposal that would combine the entities of the BID and Art District and would like to move forward with that agenda soon for the betterment of both organizations.

In terms of the Art District’s activation of August First Friday Shaina has sought proposals and general feedback from various event planning groups but so far is unsure of whether to pursue this route.

BID advise Shaina on ways she can also reduce her cost for August First Friday.

- Sell space in the corridor to vendors and food trucks.
- Have vendors and food trucks have their own insurance.
- No alcohol

**Funding Opportunities w/ City of Denver’s Art and Venues - Mike McClung**

Mike informed the BID about 2019 funding opportunities from Denver’s Arts & Venues and gave a hand out for consideration. The BID recently received a matching grant of $10,000 last year for two public art projects form Arts and Venues. Click here to view the 2019 opportunities.

Most of the funding opportunities are at a maximum of $5,000.

- Organizations should be focusing on diversity and education for funding opportunities.

Mike is available via email if there are any additional questions also he will email the BID when grants open.

**NEW / OLD Business**

- Andrea asked CSG to send a proposal for banner removal.
- New banners are in the process of being printed and the back will have historic Santa Fe Dr. corridor pictures.
- The banner project will be small fundraiser. This project will also give artists the opportunity to expose their art on Santa Fe for a fee.

Comment: We should try to produce a book of the banner’s artwork and historical content for purchase to raise funds.

Comment: Another fundraiser idea is to auction off the banners at the end of the year.
**Extreme Community Makeover**

Community Makeover gathers students to do community service projects in neighborhoods. Jack volunteered to take on the responsibility to coordinate something with them for Santa Fe Drive. [Click here](#) for more information about the organization.

Suggestions from the BID are:
- Painting the light polls
- Mural touchups on 7th Ave.

Concerns: Do they have their own liability?

**LPNA**

Next meeting at the Denver Inner City Parish February 27, 2019.

March’s meeting on the 27th will be a candidate’s forum for the upcoming District 3 election.

**Meeting Adjourned**

4:43 pm

**Next Meeting**

Tuesday, March 19, at 3:00 pm – Semple Brown, 1160 Santa Fe Drive
RECORD OF PROCEEDINGS
MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
SANTA FE BUSINESS IMPROVEMENT DISTRICT

Held: Tuesday, March 19, 2019, at 3:06 pm at Semple Brown Design, 1160 Santa Fe Drive, Denver, CO 80204.

ATTENDANCE:
A regular meeting of the Board of Directors of Santa Fe Business Improvement District, City and County of Denver, Colorado was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Board Members/Advisors Present
Andrea Barela
Jack Pappalardo
Rusty Brown
Lindi Sinton
Susan Taub
Cheryl Spector
Jaqueline Bouvier

Community Members Present
Erik Isaac
David Griggs
Amanda Hardin
Bob Anderson
Tom McLagan
Dario Toribio

February Minute Approval
February board minutes were reviewed and approved. Approval of minutes was motioned by Lindi and seconded by Susan, all were in favor.

New Director Intro-Vote
The hiring committee discussed the hiring of the new director offline. Jaqueline Bouvier was introduced and formally approved by all members of the BID.

Financial Review
- 2018 end of year financials were handed out as well as 2019 YTDs. The 2018 financials did not reflect the final insurance payment that will be received in 2019 for 2 poles that were replaced in 2018.
- Insurance in 2018 looks high because both 2018 and 2019 premium payments were made. The insurance company needs the BID to pay upfront for the following year.

Tim Correra- Small Claims Court Outcome
As reported in February property owner Tim Correra is claiming that he does not receive any services from BID for his tax assessment payments. Andrea attended court on March 18, 2019. After the BID’s
lawyer presented all evidence of the BID’s services the Judge dismissed the case due to lack of evidence on Mr. Correra’s part. Tim still has 15 days to appeal and take it to a higher court.

**Streetscape Task Force-March Meeting Recap/CIP**

Andrea reviewed the Streetscape Project’s background for the new people. See previous minutes for streetscape recap.

Currently the pilot project is approved to move forward and be completed in 2020. The timeline was moved to ensure big impact for the community. The project will need to acquire more funding and resources. The data gathering portion of the project is still in the process of gathering of community input. However, the project will stage two lanes of traffic and wide sidewalks on both sides of Santa Fe between 8th and 13th Avenues. Public Works is working on other details of the pilot project such as traffic flows, traffic light timing and more to reduce traffic impact.

Gabby mentioned that Paul Lopez (Councilman for District 3) has requested 10 million from the Capital Improvement Project (CIP), however it will be the next elected councilperson that has to advocate for those monies to be realized. She also mentioned that all voices need to be heard from the community by sharing their comments on the CIP online survey form and at upcoming CIP meetings.

The City is having public town hall meetings throughout the city regarding the CIP. Gabby mentioned that Public Works thinks this project is only something the BID wants and urged that there be more community support in general.

Next CIP meetings:
March 20, 2019, at 6:45 PM at the Kirk Parks and Recreation Center
March 23, 2019, at 11:30 AM at the Hadley library branch
Andrea will send out an email to the BID’s list to alert them of the upcoming meetings and circulate the online survey form link for people to send in their support.

Public comment: Concerns that certain blocks are not ADA compliant. How to act for the city to recognize this issue.

*Gabby: This issue has already been raised with the city about ADA compliance on Santa Fe Drive’s narrowest sidewalks. The narrowest sidewalks extend from 600 to the 900 block. The city surveyed the sidewalk width and found that the sidewalks do comply with ADA, although barely.*

David commented that the Art District would like to apply for this year’s P.S. You Are Here grant that is due mid-October and if awarded it will be for a project in 2020. The Art District would like to have the grant showcase the Streetscape project. David would like the collaboration of everyone for ideas on what that should look like.

April 11th Denver Streets For People Summit is going to have a conference they will be having many examples of different streets that are pedestrian friendly. [Click here for more information.](#)

Gabby is asking for supplemental funding for a presentation of the project. She is requesting $150K more so they can do more stuff and create the traffic modeling that Public Works is requiring. The traffic modeling will cost $50K and Gabby does not want to take it out of the $300K that remains for the pilot project. Gabby would also like to use one block in the August First Friday Event to showcase the pilot project somehow.
Art District / BID collaborative entity-Notes from 40 West

On March 14th Shaina sent information to the Santa Fe BID on how the 40 West BID is operating with three entities that include their Merchant Association, BID and an Art District. 40 West is located on West Colfax and they are very well organized. Shaina met with Bill Marino (Board Chair) and talked about how these three entities work together. Bill agreed to consult with the Santa Fe BID to assist with the Art District collaboration. Bill explained to Shaina that their BID works as two separate entities with two separate board of directors. Bill also explained that they do have some overlapping of board directors to ensure synced communication. Their BID provides annual funding to both the Art District and the Merchant Association. All three organizations have the same mission plan with highly specific goals for each.

The Art District is also up to receive their recertificate from Colorado Creative Institute (CCI) and they would like to see the Art District work more with the Santa Fe BID. This could potentially bring more money to each group.

Santa Fe BID needs to create a task force to see what steps combining both entities would entail.

A task force committee will include the following members:
Jack, Susan Amanda, Andrea, Jaqueline and Eric

August First Friday

Andrea proposed that the BID pay for the street closure for August First Friday. While there are various expenses associated with a street closure the Art District is not able to acquire those costs and they do not want to work with a 3rd party like last year due to poor execution and lack of communication with the property owners.

* Side note: Visit Denver may have grants for these types of events because they are all about pushing economic vitality.

Jack said he would prefer to get money outside of the BID’s budget but also be prepared to pay for it if it doesn’t break even. Others agreed with this sentiment.

Andrea mentioned that to recoup costs the BID should charge food trucks and other types of vendors as in previous closures. In addition, there are possible sponsorships to be earned that should be pursued.

Rusty agrees that the BID should forge a relationship with the Art District but feels that paying for street closure again is too fast of a decision to make at this time.

After much discussion the BID formally motioned to pay for the August First Friday. It was motioned by Jack, second by Cheryl. Majority in favor with one abstain.

Board Member Search
Will be for discussion in next month’s meeting.

New / Old Business
LPNA March Meeting -District 3 Candidate Forum
LPNA next meeting is on Wednesday, March 27, 2019, at Denver Inner City Parish at 6:30 PM. There will a candidate forum for District 3 at 7:15 PM with an introductions and fielded questions from the community.
**Banners**
- Banners files are at the printers, and they should be done in a week.
- CSG gave a quote of $900 for eight banners to be taken down.
- BID must talk to John Roberts removing the banners were part of the initial cost.

**Community Clean-Up Event**
Renewed interest by Aubrey Lavizzo in community clean up. The “Broom Brigade” event is scheduled for Saturday, April 27th 9:30-12:00 PM. Meeting at the Zone, 725 Santa Fe Drive. Beer and Pizza will be provided.

**Report from Community Officer Bob Anderson**
- There have been some police issues between 600 & 800 blocks due to the homeless shelter nearby.
- Please alert the city of any graffiti issues. People may report it to 311. Officer Anderson would like it to be reported to him as well.
- The non-emergency line is 720.913.200
- If there is any crime in progress call 911, it does not have to be life threatening.
- A gallery on 760 Santa Fe Drive had recent issue with a tenant that was renting basement space and having an illegal after-hours night club. The property owner did not know that the tenant was doing these types of activities. Property owners were not held liable. The tenant was arrested and is facing jail time.
- If there is anyone living or camping out on the sidewalk notify Officer Anderson. There is a new law that protects the homeless and the issue has to be dealt a certain way.
- HALO street cameras information and placements are available to the public at Denvergov.org or Click here.
- Officer handed out a flyer with his and his partners' information and other information.

**Meeting Adjourned**
4:54 pm

**Next Meeting**
Tuesday, April 16, at 3:00 pm – Semple Brown, 1160 Santa Fe Drive
Held: Tuesday, April 16, 2019, at 3:10 pm at Semple Brown Design, 1160 Santa Fe Drive, Denver, CO 80204.

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 in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Board Members/Advisors Present
Andrea Barela- BOD
Cheryl Spector - BOD
Susan Taub – BOD
Lindi Stinton- BOD
Rusty Brown - BOD
Jack Pappalardo- BOD
Tom McLagan - New BOD
Jackie Bouvier- ED

Community Members Present
Karenna Versalovic
Kelly Plefka
Jeff Martinez
Bob Anderson

March Minute Approval
March board minutes were reviewed and approved. Approval of minutes was motioned by Lindi and seconded by Rusty, all were in favor.

Report from Community Officer Bob Anderson
He brought guest Jeff Martinez and he introduced himself as the Commander of District
  ● He is accessible for anything we might need, he is a proud Denver native.

Main topic
  ● Graffiti: reporting taking picture and putting in the system
  ● Thank you Jack for taking the pictures and sending them in the person will be identified
• Call 311 they will take person and still goes in the database
• Jack - Bump outs have a large graffiti on it (Andrea: Maintenance CSG will do their best to color match all of the bump outs)
• Officer will only notify city about sidewalk, not bump out graffiti removal.
• Update: gallery on 760 Santa Fe Drive, this operation is done. The criminal has moved on because he received some heavy sentencing on it. Good news! No recurrence of that. He was doing business and he would just get a fine and pay out because he was making so much money he would just pay the fine. Once the judge knew his attitude towards simply paying a fine, there was no longer a fine, the sentence given was jail time for 120 days, if he does it again. So not just a fine, he got the message now. He moved from one location to another all over the city, not just Santa Fe.
• Community Meeting: May 20th at 6pm, District 1 police station, 1311 West 46th Avenue. Love to see people from the Santa Fe BID. Jackie To attend.
• Guest Speaker Chief Deputy DA talk about their perspective and community effect and resources for the community.

New Board Member Intro - Vote
Andrea - Call a motion to have Tom McLagan as a new BOD. As amended in the agenda we had gone through the process of bringing on Mr. McLaglan to apply to the board, we had off line discussions and we all agree to have you on. Approval of BOD vote motioned by Cheryl but per Lindi welcomed by acclamation. Tom McLagan was introduced and formally approved by all members of the BID.

Jackie Training Update
Met with Jackie, gone over training, multiple phone calls. Gone over tasks associated with the position, contracts and got office space for Jackie. New Address 725 SantaFe drive. Also, have set up appointments with key people like Shaina, accountant. Go over how to facilitate bills process. G suite is set up and she has an email set up director@santafebid.org. Conversation with Shaina was positive and learned about what 40 West has done and how we can incorporate it at Santa Fe. Sent reading materials and information to go over what is being done at the Art District. Jackie to attend the Salida, CO conference for the Colorado Creative Industries on May 15th. Ordered business cards to connect and build relationships on the corridor. Meet with the principals at CSG as well as a few contractors. Lots to learn.

RECAP
Streetscape Project March Recap -
Next meeting May 16, 5:30 at VOA jackie and other board members will attend.
Last month was all about the CIP (Capital Improvement Project) push and many meetings occurring throughout the month. Had folks fill online forms. Andrea attended the wesword meeting and our project was on their billboard under the mobility section. Cheryl did the East side of town and they had it up there too. City Councilman, Paul Lopes put it in for 10 million from Alameda to Colfax. They will present some flushed out ideas. There was some other monies Gabby will go after for the BID.
August First Friday Update
Andrea put in the application to the events department for the street closure. Need to get in to them a barricade plane, but it was sent to the Art District so that Shaina can talk about it with the Board. Will not do anything without going through it with Jackie so that she can learn the process. That way everything can be transitioned over to Jackie.
At some point we will need to look at sponsors, food trucks etc. after cince de Mayo.

BID / Art District Task Force - Set 1st meeting
Need to get a first meeting off the ground and include the folks who decided to be a part of the committee. This should be a standing meeting as well. Do a doodle poll to get a main meeting going. CCI will like both entities working together in collaboration for recertification. The task force committee will include the following members:
Jack, Susan, Amanda, Andrea, Jaqueline, Andrea, Shaina, Grace, Kerenna. After much discussion we all came to an agreement that we will support the Art District for any recertification needs as a BID and support as needed according to the outcome of the Task Force and meetings with Bill Merino from 4o West.

New/Old Business
LPNA April Meeting – Landmark Preservation Commission presentation
This meeting is the fourth Wednesday of the month which is the 24th where they will be reviewing with folks from the landmark. If you are interested in coming up please be encouraged to attend. Last month they had the candidate forum and there was another one on channel 8 for the district it is available on youtube.

Banners
David provided Andrea with the gentleman’s information and Andrea reached out to him however he has not gotten back to her. Banners should be up soon. Should the authorized amount be changed? Andrea said we are unsure of the amount but once she finds out she will circulate an email on it.
Susan asked if the banner purchase was bidded out, but it was Art District that has been a two year project in the making. She mentioned she has a great printer for future reference.

Community Clean-Up Event - Broom Brigade
Meet at The Zone parking lot on the 27th a Saturday there will be refreshments and burritos.

Ballet Ballerina statues in front of the Sheraton hotel
Andrea received a communication on this. What is happening is that the hotel no longer wants the statutes and they are wanting to get rid of them. They asked the ballet if they want them, they said yeah but there is a tremendous cost. There are 5 and they are unaware if they are individual or all connected underground. They are trying to contact the original artist to find out how the piece is put together. The second part is that they would like to move these statutes to the Santa Fe corridor. So they have many questions. This is a major thing to take over. Andrea called Michael Chavez and left many messages and he never returned her phone call. So Andrea called Ginger White and she has yet to return her phone calls. If you all have contacts you can share, it would be good to get a meeting with the ballet and see what the process will be.
Jack also received an email from the ballet. They asked if they would be interested in having them on SataFe drive. In the past sculptures have been installed on the bump outs area, never this big. But it sounds cool.

After much discussion of where to place them and how to go about the logistics of them it was decided that a conversation with Denver Arts/Parks and venues should take place. The city of Denver public art program can probably take it. But meanwhile we need to maintain an ongoing conversation with them. Cheryl will send an email with all of the people of PS you are here team.

Financials
We will only have quarterly reports next one is in June

New Board Member Tom message/question
As he listened to the last meeting and this meeting he would like to understand what everybody feels the objective is and what everybody needs to be doing. Tom’s question to the group and over all organizationally was, what is the overall objective of the BID, is combining it with the Art District what we want? Tom wants to understand the expectations and what role Santa Fe BID should be playing. This is the same conversation that Jackie had and Andrea provided the whole history of the BID. Andrea suggested a one hour long on-boarding new member conversation and included Susan.

Cheryl feels that we need a board packet for succession planning and to provide the information needed and the “why” we are doing what we do. Cheryl also gave a background and history of the BID and why it exists. This conversation provided input from everyone with regard to the corridor and the changes involved.

The decision was to have New Board member orientation. Andrea will meet with both Tom and Susan.

New Board member search
Cheryl brought up the need of a new board member. Susan has a potential BOD - Adam Sexton Managing Director of the Colorado Ballet. He has expressed his interest to be a part of the board. Tom has talked to him and it might be helpful to have the ballet/arts involved.

Meeting Adjourned
4:44 pm

Next Meeting
Tuesday, May 21, at 3:00 pm – Semple Brown, 1160 Santa Fe Drive
Held: Tuesday, May 21, 2019, at 3:00 pm at Semple Brown Design, 1160 Santa Fe Drive, Denver, CO 80204.

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 in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Board Members/Advisors Present
Andrea Barela - BOD
Rusty Brown - BOD
Tom McLagan - BOD
Lindi Stinton - BOD
Jackie Bouvier - ED

Community Members Present
John Van Wyck - ivanwyck@gmail.com - Cine Fe
Mitch Dickman - mitch@listenproductions.com - Listen Productions
Amanda Hardin - amanda5280hardin@gmail.com - La Alma
Gaby Serrado - gabriella.arismendi@denvergov.org - CCD
Kelly Plefka - kplefka@denverlibrary.org - Denver Library

March Minute Approval
April board minutes were reviewed and approved. Approval of minutes was motioned by and Tom McLagan seconded by Rusty Brown, all were in favor. This happened once Lindi arrived and we reached quorum.

Guests Introductions:
Due to not having quorum we went ahead and started with introductions. See above for guests names and emails.
- John and Mitch - Film productions located at 652 Santa Fe starting on a non-profit collective to have the community come and gather and ideally where the film industry
can come together. Open July 1st. They wanted to be allies and neighbors and supporters of the neighborhoods.

- Amanda Hardin - As of May 22 is the new President and she will start building a team that will start supporting local businesses
- Gaby Serrado - Update and shared that she will have a name change due to an almost finalized divorce. PM for Santa Fe streetscape.
- Kelly with the library

**NOTE:** After the introductions we still did not have a quorum so Andrea went ahead and skipped over it and shared about the August First Friday Committee meeting. Gabby had to leave by 4pm. But we decided to wait for her update until we had a quorum.

**August First Friday Committee Meeting update**
**Theme: Sweet Sixteen**
The most recent meeting was the committee working with the August First Friday event production. Andrea was present over the phone and Jackie was physically present as well as Grace, Shaina and Kerrena.

Andrea shared that we will be closing down the 6,7 and 8th block on Santa Fe. We are still thinking about closing other streets. Not sure if it is really needed. We want Farmers market type vendors, not artist. We don’t want to compete with our own vendors.

- 9th ave will be closed from alley to alley
- 8th ave will have to be open
- 7th ave will be shut down from alley to alley

There does have to be a lane of traffic on Santa Fe Drive that turns on 600 block that turns on to 7th ave. But between that and utilization of the Newsed parking lot on the parking lot on the south side of Su teatro should provide enough space. The need is not seen to shut down the 10th hundred block. We don't know who would be in that space and Andrea would advocate that they don’t shut that down.

- Shut Down: 6th Ave to 10th Ave
- Time of Shut down: 6:00 PM (takes 30-45 minutes to put down the barricades) until midnight
- Event starts when they put down the barricades.
- Expenses: we are not going to pull liquor license, not selling it on the streets.
- Insurance: should be relatively cheap.
- Security: Not much would we needed, they would focus on vendors that shouldn’t be there.
- Sponsors: Trying to sell food truck spaces for $150 each the non- food probably around $75 and non-profits $50. Very affordable! Try to get the hard cost of the event covered.
- Cleaning: Andrea said next meeting we will have a budget to show hard costs.

**BID/Art District Task Force Update**
Andrea said that we started several months ago, the initiative of exploring the possibility of bringing the BID and Art district together. A good example is 40 west and it is a mission that we have started a task force for.

Jackie update:

- Strategies: Shaina and Jackie working on obtaining a grant for $7,500 that will pay for the strategic process for coming together as the BID and Art District. We are in need of a good consultant for this strategic process. We are working on a one page proposal. The grant will be given to us from the Arts and Venues through Lisa G. This is money that currently exists in her budget and is ready to be given to us.
- We will schedule a meeting with Bill Merino that will help us understand how they work and maybe he may know of a consultant that can help us.
- Task Force will continue on the path and we will have an opportunity to meet. No match mentioned as of now. But it is hopefully straight up money we can have.
- Anyone is welcome to be part of the task force. We will meet once a month.
- We don’t know how we will operate, the purpose of this plan is so that we all understand how we are going to work together. But we are not sure how this will look yet.

Andrea talked with Elvis Rubio, he is the program officer for Newsed at the office of economic development. He mentioned that there might be a fund out there or potential loans that the BID can apply for to help with economic initiatives for supporting small businesses that want to stay in West Denver. We had business support back in the days, no longer exists. But because we are so maintenance driven we don’t have the opportunity to fund that. If there is funding it can make Jackie’s position a full time position and also have monies available to help fund the organization and maybe both entities. These are some ideas, but he hinted that this might be available next round in October. Usually they award yearly and extend a second year as long as you meet your goals. This is something to think about and apply for typically CDBG grants from the city $75,000 to $100,000. This is something to think about. All of this work done for this collaboration can be written in to that grant.

- New Special Events regulations coming in 2020. We must have an events regulation plan and we must be prepared. Emergency plan, paramedic plan, crisis communication plan and road map. Grace requested a map. This is specifically for special events. We want to be ahead of the curve and have this prepared this August. Police would be involved with crisis plan that Grace is working on.

**Streetscape Project May Update**

Gaby Serrado

- 4th Stakeholder meeting was held
- General updates:
  - Internally to conduct more traffic modeling to see what the impact of taking up a lane will do to traffic. Specifically RTD buses.
  - Enhance traffic system which mean going to a 15 minute bus service in the future. SO we must plan to continue with the momentum.
  - Add intersections and how to make buses skip line and punch through intersection.
○ Build a network and plug in numbers
○ Meanwhile we run that we can continue with the design of what happens in between those blocks. This is where we are at.
○ After Stakeholders meetings and first Friday’s pop ups she showed what everybody’s priorities are for the in between elements.
○ Was a preliminary traffic study done? Yes, preliminary but only on Santa Fe 6, 8 and Colfax. Only in the major’s streets. Galapago and Inca included. They have already ran the basic traffic model.

- How is it going to impact the community? We need to encourage the happy people to support the project. Let us know what ways we can get this done?
- What do they want in the in between blocks?
  - Number one: Street Art (Intersection murals or what will happen within the street art)
  - Number two: Parklets, wider sidewalks
  - Public seating
  - Planting

These are the ones that got the most amount of votes. Gabby brought in copies of her information and models. Our project had $500,00. That was our starting line. $200, 000 planned towards the consulting fee. The original modeling requested and pushing consultants until next year is at an additional $106,000 that at this point and time needs to be taken of the remaining. Worst case scenario we have around $200,000 to play with. Gaby is working internally to supplement. She believes they will supplement that. Worst case we have $200, 000 BEST case we have $300,000 left to play with.

The design sheet you see: The city does not maintain fancy stuff, they are good at white lines and khaki paint. White paint, khaki paint and post is what we do. Approximate cost is at about $100,00 for the entire quarter 8th to 14th avenue. They will also maintain it because it is very simple. The next level is where the conversation needs to take place. Because it is more fancy and agreements and operations need to be implemented to maintain it. Gaby showed us three concepts, those that she shared with Stakeholders. So the question is how do we want to sprinkle these ideas throughout the corridor and what do we want it to look like?

There are primary locations: 8th hundred blocks and 9th hundred blocks are pretty heavily utilized. The 13th hundred block as well because there is a highly utilized bus stop. Obviously, 7th hundred bloc too. But the study starts at 8th avenue. How would you like to do this?
  - Concept number one: All of our eggs in the first two blocks basket? Nicer deck and bigger planting high end elements strictly on two blocks and supplement that with the art components on the other blocks.
  - Concept number two: Maybe more in every block but not as fancy, basic deck and smaller scale planting but in every block.
  - Concept number three: Is even smaller scale definitely sprinkle two or three in every block and use concepts that are not as expensive simply basic elements

Concept number three won the votes. The team is building the survey so that everyone including businesses get to vote. Trade off, we do have a homeless situation so having
permanent benches is not looked at fondly. But if they are removable benches somebody has to pick them up daily and plants need maintenance as well. So all of this needs to be taken in to consideration. The BID needs to agree to tehmeintening and the BID and city has final say because it will cost money.

Gaby:
  ● The baseline model is all Gaby.
  ● There is a potential of combining a few concepts.
  ● There are different options including what “sprinkle” really means
  ● Limited budget and different options

Amanda mentioned that we can rally people on Santa Fe to see if they want more and they can maintain it.

Gaby:
  ● The negative effect of having it sprinkled is that not everyone gets it
  ● We have a ticking clock of two years (at least one year)
  ● No one can hesitate and complain on how the money was spent (wisely or not)

Amanda thinks that if it sprinkled some people will be upset that they didn’t get it as property owners. Some people got cool stuff and their space is still vacant. So the blocks need to be activated.

Gaby:
  ● We need to prove to everyone that this is a good investment

What data do you try and collect and how often and what will influence if we move ahead or not?

Gaby: This is data that will be activated when the pilot project is active
  ● Vehicle traffic counts for Santa Fe and side streets
  ● Bicycle and pedestrian movements EAST, WEST
  ● Pedestrian partnering with walk denver to get count (they volunteered to lend counter)
  ● Vacancy sales tax and revenues on the corridor, sort of a baseline comparison to easily acquire
  ● If there is a way to partner with BID or different businesses as to how much they made this year and compare to next year. Because that is data that we can’t collect
  ● The data collected now will be used when pilot project is activated.
  ● Track economic vitality
  ● Track comfort level, qualitative data
  ● People that choose to walk during non peak or event hours.
  ● Vacancies as well to track the success of the project

The talk was about safety and the discussion was broad and it included the images provided by Gaby to show the pilot project possibilities.

Andrea Idea: Call for artists and it will activate things for this segmented areas that will engage the community to use more economic vitality. Partition it out to where all areas are getting some sort of attention.
Gaby thinks the BID should take a vote as to what will be the best choice. June 7th pop up at Cat’s place/shop. New location and more space.

Amanda has the idea of selling each block or side of the street. Like a block sponsorship of what each block would do but it can’t be branded.

Andrea’s idea was: But if a company sponsors a block there can’t be branding on the street but there can be banner sponsorships. The discussion between Amanda and Andrea went on to brainstorm on ways to get the block's sponsors and use the money to pay artists.

Gaby:
- Final Date deadline needs to be completed by the end of the year
- In three months the traffic model should be completed
- By March of next year they need to know which blocks need to have art and pain etc.
- The BID needs to strategically look at all of the blocks and have a discussion as to what will go where and what each block will have
- Need to be ready to go in to construction by March of next year
- 6 months they can collect data and see change
- Depending on what happens here it can push to the summer depending on that standard pattern of behavior
- After a year the pilot project has never been taken down before
- By 2021 we must be ready so that it doesn't push us to October

What would be the best way to grab everyone’s attention and information, because not everyone attends the Stakeholders meeting. We need to make sure they understand that this is beneficial to everyone.

Amanda wants to be the chair/block captain and loop every business owner and provide information and give them a seat at the table and get their input one on one. This must be a unified project.

Andrea feels that we must decide first before we go to the corridor and show the plans.

In conclusion:
- Process for next meeting we need to have a plan showing only the khaki style paint only on every block and what that would look like. This will be a canvas to work from.
- Tables and chairs is public seating, not an extension of the business
- Provide a limited base line of what the city will provide. The BID Board decides what each block will get. Then we open it up to providing the owners to obtain ownership of their area.
- Board decides on a concept
- Gaby to hold a meeting specially for this
- Then go out to businesses and ask how they want to contribute
- The question was where to access the physical plan or to have it online
- Gaby will check with their programs and subscriptions to get input and provide the opportunity for others to see it. At Semple building or VOA
- The option can be to have it on both online and in a physical manner
- Amanda can also take the plan to each owner on each block and make sure they have an opportunity to see it
- Change lights from blue to white
- $10,000 has been allocated towards hiring an artist or artists to paint specific component designs.
- Gaby will bring baseline design to the next BID meeting
- Additional meeting to choose the best model to share with stakeholders
- Gaby will not bring the design to the June first friday
- Have it public ready for July first friday

Minutes were approved at this point

Jackie and Andrea Update
Jackie and Andrea meeting quite a bit and going over what the position will entail. Met with CSG to do the Spring plan. Turn on the irrigation and make sure there aren’t any leaks. Graffiti clean up. Tree wells and bump outs. Match the bump out paints, power wash all part of their contract. Anything special above and beyond that would be additional money. For example, gravel work would be above and beyond. Owners are free to adopt their bump out and plant it and water it. CSG brought up a proposal for ash boxes/cigarette receptacles. Best place to put these would be by bump outs. We didn’t agree on these since they thought that they were cheap and might not work. Lindi has much more attractive ones that are heavy duty that cost $500 each. These cheap ones would continually be replaced. Ask CSG to do more research as to what works best in other places, like 16th street mall. Go back to the drawing board on this. Met with the accountant and have a bill pay system and get them paid. Jackie is still setting up the system.

Jackie’s report:
Received a call from George Lim a good conversation on branding and logo “new logo”. Went over all of the different meetings and people she has met. Jackie went to May 8th Art District board meeting. CCI in Salida, Colorado was informative and she brought back connections and new ways to operate administratively and use their resources as in data and social media. The idea of recording business owners stories would be great for social media ad a great idea to get to know everyone on the corridor and learn their stories. District one Citizens group update for more information go to:
https://www.denvergov.org/content/denvergov/en/police-department/police-stations/district-1-station-nw-.html

District 1 CAG meetings are held at 6PM on the 3rd Monday of each month at the district station (excluding holidays). If you would like an ASL interpreter, please
email us at **1.Dist@denvergov.org** at least three business days prior to the meeting. Meeting reminders are posted on **Nextdoor.com**.

**Old Business**
The banners are up
Snapped branches - Need to communicate to CSG about it

**Meeting Adjourned**
5:02 pm

**Next Meeting**
Tuesday, July 16, at 3:00 pm – Semple Brown, 1160 Santa Fe Drive
RECORD OF PROCEEDINGS
MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
SANTA FE BUSINESS IMPROVEMENT DISTRICT

Held: Tuesday, June 18, 2019, at 3:00 pm at Semple Brown Design, 1160 Santa Fe Drive, Denver, CO 80204.

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 in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Board Members/Advisors Present
Andrea Barela
Jack Papalardo
Tom McLagan
Susan Taub
Rusty Brown

Board Members Absent
Lindi Sinton
Cheryl Spector

Community Members Present
Gaby Serrado - gabriella.arismendi@denvergov.org - CCD
Dario
Leon Cisneros
CRE developments
David Griggs
George Lim

May Minute Approval
May board minutes were reviewed and approved. Approval of minutes was motioned by Rusty and seconded by Jack, all were in favor.
Santa Fe Streetscape Project June Update
Gaby Serrado

- First time project in Denver at a Corridor, 600K allocated by the city for the streetscape project
- Funding of the pilot staging project is meant to lead to permanent design
- Hired a design firm to come up with the conceptualization of what the project will look like, staging on both sides of the corridor/street
- Stakeholder meetings have a mix of both guests and property owners (voting member list)
- BID responsible for the upkeep of the streetscape project
- Have recommendations laid out as a BID and then bring these options to the stakeholders to choose for each block according to the look and feel
- A call for artists will be available to create art for the extended pilot flooring
- The final pilot model chosen will be kept for 1-2 years and then it will be decided to be kept permanent or removed

After much discussion the decision was made to have a September preferred approach. Last steps to finalize the approach are:

- Invite the BID Board and Stakeholders “The Stakeholders will approve it, but BID will have final say”.
- Gaby will then show the selected choices at an internal team meeting
- Then it will be opened to a community meeting (or process) to engage as much feedback as possible for the implementation of final design

Artists
Work with arts and venues and let them know what needs to be created, possible $1k per artist

August First Friday Committee Meeting update
Theme: Sweet Sixteen

- The August First Friday task force had another meeting to hammer out final details including layout, street closure, clean up and scheduling. It was also agreed that a separate bank account need to be created to deposit the funds from any revenue earned and use those funds to pay for remaining expenses.

Executive Director update
- Jackie on vacation
- Maintenance update bump outs watered and maintained since water line broke
- After June First Friday there was a major graffiti hit on the corridor, Andrea has turned in pictures to officer Bob and we have an idea of who did it.

Ballerina project:
- Good locations have been identified for two of ballerina statues next to the Colorado Ballet and within Hyder’s location
- Need structural foundation and further coordination
- Work will continue to try to find a place for the remaining statutes
1200 Block Building: Leon Cisneros
Leon asked the group’s opinion about what types of businesses should go into the retail portion of the new mixed-use building he’s creating on the 1200 block of Santa Fe Drive. Many ideas we shared such as; a pizza spot, bar, ice cream, gallery, or a shared workspace for artists or a combination of both a gallery and co working space. The project will include above ground parking and apartments above.

Susan: Denver Art Museum is interested in participating in any way with the Santa Fe art district. It is an opportunity to partner with them and get more visibility for the corridor. Susan will be meeting with the Art Museum and report back at the next meeting.

BID/Art District Task Force Update
- Next meeting on June 19th.
- Jackie and Shaina working on the strategic planning consulting grant

Property Valuations
With the recent property valuations that were sent out earlier this year many property owners are seeing astronomical increases. This has caused great concern for the Art District and its ability to attract and maintain it current artist community and small businesses. The Art District is speaking to Westword newspaper and other media. A combined letter of protest is currently being drafted with the participation of various stakeholders. The BID agreed to take an official stance on the situation with the following resolution;

Resolution on the BID’s supportive efforts to advocate for the reevaluation and lowering property taxes for property owners on Santa Fe Drive.
First motioned by Jack, second by Susan, all were in favor.

Old Business
- Banners paid
- Jackie attended a few meetings; Denver BID meeting and workshops that provide information and resources to the BID
- LPNA meeting a week from tomorrow night they will be in support for the BID and the businesses
- 5pm membership meeting at the Michael Warren gallery,
- PS you are here grant Hopscotch sidewalk art is starting to wear out, something to think about
- Working on weeds in the sidewalk and tree wells

Meeting Adjourned
5:00 pm

Next Meeting
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Board Members/Advisors Present
Cheryl Spektor - BOD
Andrea Barela - BOD
Tom McLagan - BOD
Jack Pappalardo - BOD
Rusty Brown - BOD
Lindi Sinton - BOD (Phone)
Susan Taub - BOD
Jackie Bouvier - ED

Community Members Present
Pepe Business owner - Guest
David Griggs - Guest
Amanda Hardin - Guest
Gaby Serrado - Guest

Approval of June minutes
Rusty brought up the motion to correct a bullet point in the minutes. The amended bullet should read “The Stakeholders will approve it but BID will have final say” of the Streetscape project. Tom motioned to approve the minutes with the change and Jack seconded the motion as it was approved.
**Business arising from the minutes**

**Streetscape Project July update: Gaby**

Gabby reviewed what the Streetscape project is for new folks in the room. August first friday pop up “The demonstration project” for six hours will take place on August 2, 2019. She will be at the north portion of the 800 block. This is a good spot to showcase curve extensions and chillax areas. The idea is to make this look as close as possible to what the actual cross section will look like. The decoration will have aztec sun stencils and dots.

**Ask:** To inform that cars will be parked in the area to have a better feel of what the section will look like for a better example.

**Ask:** Location to store planters and stuff that will be used the day of, after much discussion a location would be available.

There was a discussion on the possibility of extending the sidewalks with pallets. Tom offered to help with obtaining pallets and Cheryl offered her help with material as well. The city (Gaby) will purchase the particle boards to be placed on top of the pallets. The decision was made to build this out on August First Friday with BID and city volunteers. City officials will come see the pop up during the event.

**August First Friday planning update: Andrea**

- Meeting regularly with the committee for this event
- Vendor registration and food trucks registration is on the website
- Door to door knocking on Thursday informing the community of what will be going on during the event
- City approval pending
- Closure is 6th to 10th with one lane of traffic available to turn East on to 7th
- Food trucks staged on 7th Ave and 9th Ave
- Designated areas for vendors will be sprinkled around different spots
- Hire an event trash removal during the event
- Susan Brought up Look Listen as a possible marketing opportunity for the event highlighting the Streetscape project and a possible press release. She will contact them.

**Property Valuations update: Andrea**

- Got media attention from Westword with great quotes
- Drafted a letter of protest: Do the final touches next day
- Send in property valuations to bring them and show the increases by percentage
- Meeting with Irene Aguilar
• Questions were brought up regarding the property value and the increase due to ownership structure and how other cities handle this
• Cheryl defined how the city defines who gets the increase and how you can control what you include in your property value
• The group argument is to set up another vehicle to keep the property taxes down to promote the artists on the district
• A question about the process of the letter came up as to why LPNA is not involved. What is the support process? They should come in to the conversation and participate in this. In other words a letter from the resident’s perspective.
• The discussion concluded with having the stakeholders name with the three organizations to give to Irene.

Financial Report/ P&L: Jackie/Andrea
• Quarterly update on the Profit & Loss
• Went down the line and looked over the items
• Next Financials we need to have a budget vs. actuals
• Items to mention/Expenses: HopScotch project (PSU you are here) are chipping and wearing out (Cheryl contact the installer), Trees missing areas (Denver arbors department), Water irrigation line has issues, all of the East side of the 700 block will have an extra expense, event costs.

Executive Director update: Jackie
• Items and tasks with CSG
• Reminder to attend the meeting with Bill Marino
• Create a system of optional meeting notifications
• Include LPNA and the Art District
• Andrea - NOFA release of funding announcement to attend the meeting to provide business support. One concern is all of the compliance that comes with it in the economic development ground.
• Jackie passed out SDA hard copy materials

New Business/Old Business
• Susan met with the Art Museum and they are very interested in getting involved
• Tonight historic Denver is doing a walk through our neighborhood to see our murals and showcase what is special about the neighborhood and the history and chicano movement
• Announcement: Downtown Colorado link has a focus on Mariposa as an example of great programing on affordable housing focusing on affordability, neighborhood community, art at youth on record tomorrow night. A panel and then go over to Renegade and drinking.
- Ballet Sculptures - Progress and see maintenance costs. Not a lot of maintenance just cleaning and upkeeping and vandalism clean up. The question is, where else can they go? How beneficial is it to have them? Pepe will take one nad take care of everything for it.

Adjournment