

MEMBERS – 7
TERMS – 4 Years

BLUEBIRD BUSINESS IMPROVEMENT DISTRICT
CONFIRMATION

	<u>APPOINTED</u>	<u>CONFIRMATION</u>	<u>EXPIRES</u>
Jareb Parker, Denver (M)(C) rep. business owner, repl. Buchan (<i>resigned</i>), appt.	08-19-19	09-23-19	06-03-21
Tom Secrist, Denver (M)(C) rep. business owner, appt.	07-17-18	07-23-18	06-03-22
Richard “Buzz” Geller, Denver (M)(C), rep. business owner, reappt.	06-22-18	07-23-18	06-03-22
Alison Laevey, Denver (F)(C) rep. business owner, repl. Kim, appt.	08-03-20		06-03-24
Don Novak, Denver (M)(C) rep. business owner, reappt,	08-03-20		06-03-24
Sean Mandel, Denver (M)(C) rep. business owner, reappt.	08-03-20		06-03-24
Chris Swank, Denver (M)(C) rep. business owner, appt.	08-03-20		06-03-24

Ord. 292, CB 13-0341

UPDATED: 08-03-20

Dan Shah
Social Impact Law, LLC
303.931.8680
www.socialimpactlaw.com



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BAC-6143

Contact Information

Contact Name	Don Novak	Home Address	1663 Adams Stree
Preferred Phone	720.326.6246	Home City	Denver
Preferred Email	don@propagandalabs.com	Home State	CO
Other Phone		Home Zip	80206
Other Email		County	Denver
DOB	[REDACTED]	Race/Ethnicity	Other
SSN	[REDACTED]	Salutation	Mr.
Party Affiliation		First Name	Don
Gender	Male	Middle Name	
Other Gender		Last Name	Novak

Board Information

Board Name	Bluebird Business Improvement District	Other boards or commissions served	
Status	New		
Application Date			
Term Start Date			
Term End Date			
Resigned			

Work Information

Employer	BFN, Inc	Work Address	5885 Stapleton Dr N
Position	Managing Director	Work City	Denver
Business Phone #	720.326.6246	Work State	CO
		Work Zip	80216

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	whilish
If so, what county?	Denver	Objection to appointment?	No
Denver City Council District No	9	Special Information	

Education and General Qualifications

Name of High School	wheatridge	Name of Graduate School	NA
Location of High	Wheatridge	Location of Graduate	

School		School
# of Years Attended High school	4	# of Years Attended Graduate School
Did you Graduate High School	Yes	Did you Graduate
		Graduate Major
Name of College	Arizona State	
Location of College	Tempe	
# of Years Attended College	6	
Did you Graduate College	Still Attending	
Undergrad Major	Political Science / Philosophy	

Reference Details

Reference Name #1	Dave Walstrom	Reference Email #1	dcwalstrom@gmail.com
Reference Phone #1	303.503.0408	Reference Address #1	3124 S Wheeling Way Aurora Co 80014
Reference Name #2	Tom Secrist	Reference Email #2	secristproperties@gmail.com
Reference Phone #2	303.523.9681	Reference Address #2	1585 Filbert Ct Denver 80220
Reference Name #3	Sean Mandel	Reference Email #3	seanmandel@gmail.com
Reference Phone #3	303.355.1980	Reference Address #3	1375 St. Paul St Denver 80206
Agree to a background check	<input checked="" type="checkbox"/>		
Owner	Denver Integration	Created By	Denver Integration, 5/4/2020 4:44 PM
		Last Modified By	Denver Integration, 5/4/2020 4:44 PM

Notes & Attachments

BBID Novak Resume 2020.pdf

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Confidential overview of
Donald Novak
720.326.6246
Don@propagandalabs.com

OBJECTIVE: To develop a fun, safe and accessible Colfax Avenue for all neighbors and commuters alike. Continue to promote our community through communication model for years to come.

PROFILE:

- Powerful ability to empathize and promote a vision and coach teams to success
- Robust ability to build and run complex cannabis businesses from start to exit
- Creative thinker, serial entrepreneur and developed problem solver
- 2010 to 2019 - managed licensed cannabis retail and cultivation facilities
- 2019 - successful sale and transfer of ownership of retail and cultivation facilities
- 2010 to present - currently manage licensed extraction; produce and distribute products to over 400 dispensaries in Colorado
- 2016 separated manufacturing license from the retail and cultivation structure and formed RMZ, LLC whose team produced over 200,000 products in 2019
- 2017 - launched Whoopi Goldberg's line of PMS products for women in hopes providing more products specifically for women
- Facilitated monthly cannabis education sessions for the Denver community for over 7 years
- 16 years experience in marketing and sales
- Expertise in web technologies including product development, unique web applications, scalable ad campaigns, community based social networks, devise and execute vertical marketing campaigns including the identification of the target audience, list research, writing copy, managing the fulfillment cycle, coordinating efforts with the inside sales group and tracking results.
- Principal and founder of two flourishing marketing communications firms
- Dedicated to community projects and grassroots communications
- GTM (go-to-market) strategies for new or expanding product lines
- Extensive experience in web marketing, search engine positioning, internet marketing strategy development, and information architecture with a focus on increasing targeted web site traffic, enhancing and simplifying the user experience, and most importantly increasing online sales.

VOLUNTEER WORK:

President of Colfax on the Hill, Inc. - focused on overall economic development and revitalization of the Colfax on the Hill business district on main street Colfax.
Founder and Current Volunteer President Bluebird Business Improvement District - Quasi-governmental organization with \$150,000 budget used to provide a clean and safe environment on 1 mile of Colfax Avenue.
Current Committee Member Denver Neighborhood Planning Initiative - a long-term commitment to ensure every corner of the city can enjoy the benefits of an area plan. Since its launch in 2017, residents, neighborhood groups, and community leaders have been working alongside the city's neighborhood planning team to create a vision and plan for their areas.
Proud participant of Big Brothers and Sisters of America - matched with my little in 1993 and we are still family today.
Creator of Tasty Colfax Restaurant Tour on Colfax Avenue - restaurant tour in central Denver with over 40 restaurants and 750 neighbors living within a 15 minute walking distance celebrating 13 years.
Creator of the Boo and Brew on Colfax Avenue - event that hosts over 500 Kids and their parents who trick or treat in over 50 business in the neighborhood surrounding GroundSwell Cannabis Boutique, the retail establishment, celebrating 11 years

EDUCATION:

Arizona State University, 1990 - 1997 - studied Political Science, Latin American Studies, Philosophy and Economics. He has a passion for continued education and is currently a small business owner coach for the Entrepreneurs of Colorado organization, guiding business owners on strategies to balance their professional lives, personal lives and family.



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BAC-6398

Contact Information

Contact Name	alison laevey	Home Address	1340 Fillmore St
Preferred Phone	7209400395	Home City	Denver
Preferred Email	alison.laevey@bishops.co	Home State	CO
Other Phone		Home Zip	802062417
Other Email	alaevey@msn.com	County	DENVER
DOB	[REDACTED]	Race/Ethnicity	Caucasian
SSN	[REDACTED]	Salutation	Ms.
Gender	Female	Party Affiliation	Democrat
Other Gender			

Board Information

Board Name	Bluebird Business Improvement District	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Bishops Cuts and Colors	Work Address	3825 East Colfax Ave
Position	owner	Work City	DENVER
Business Phone #	7207307010	Work State	CO
Work Email	alison.laevey@bishops.co	Work Zip	80206

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	
If so, what county?	Denver	Objection to appointment?	No
Denver City Council District No	10	Special Information	

Education and General Qualifications

Name of High School	Hillsborough High School	Name of Graduate School	Rutgers University
Location of High School	Somerville, NJ	Location of Graduate School	New Brunswick, NJ
# of Years Attended High school	4	# of Years Attended Graduate School	2
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major Labor and Industrial Relations

Name of College Rutgers University
 Location of College New Brunswick, NJ
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major Women's Studies and Spanish

Reference Details

Reference Name #1 Don Novack Reference Email #1 don@propagandalabs.com
 Reference Phone #1 7203266246 Reference Address #1 1663 Adams Street

Reference Name #2 Heidi Van Sickle Reference Email #2 heidivsbiz@yahoo.com
 Reference Phone #2 3037800699 Reference Address #2 2066 Albion Street

Reference Name #3 Nicole Reference Email #3 nicole7tod@gmail.com
 Reference Phone #3 Bruggeman Reference Address #3 1336 Fillmore Street

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Owner Romaine Pacheco

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Dynamic Leader, Passionate about Improving Healthcare through Innovation and Evidence

20 year career achieving strategic goals for hospitals, physicians and managed care organizations. System and analytic thinker with a reputation for pragmatic problem solving. Lifetime learner applying innovation, evidence, and best practices to implement plans, programs and communication campaigns.

Core Competencies

- Strategic Planning
 - Business Development
 - Marketing Communications
 - Consumer Engagement
 - Evaluation & Monitoring
 - Capital Planning & Budgeting
 - Management Consulting
 - Strategic Partnerships
 - Leadership & Team Building
-

Experience

- AURIGA DBA BISHOPS CUTS AND COLORS** **2018 - Present**
CEO Start up two barbershop hair salon franchises, including one of the best performing salons in our first year
- Profit and loss responsibilities; manage cost of goods sold and other expenses; obtain PPP loans and grants
 - Marketing from grand opening and other events, to optimizing social media and community partnerships
 - HR responsibilities including recruit and manage staff, develop compensation plan, benefits, and policy manual
- EMPOWERED DECISIONS DBA KNOWLEDGE BENEFITS, Denver, CO** **2016 - 2019**
President Market online courses for benefits administrators to move from volume to value-based purchasing
- Partnered with national experts on health literacy, benefit design, payment and delivery models courses
 - Prepared data-driven market analysis, product and pricing strategies, and business plans
 - Developed strategic distribution partnerships with business coalitions, health benefits consultants and vendors
 - Digital marketing including web site optimization, search engine marketing, social media and email campaigns
- COLORADO STATE INNOVATION MODEL (SIM), Colorado Department of Healthcare Policy and Finance** **2015 - 2019**
Member, Consumer Engagement Workgroup Ensuring the consumer perspective informs integrated care
- HCA-HEALTHONE PRESBYTERIAN/ST. LUKE'S MEDICAL CENTER, Denver, CO** **2010 - 2014**
Associate Vice President, Business Development and Marketing Led strategic planning and developed service line strategies that leverage hospital and system assets for increased volume and revenue growth
- Initiated a lung cancer screening program across the 6-hospital system with a physician advisory council, operations team and marketing staff to develop and implement clinical pathways and marketing strategy
 - Drafted business cases for new technology acquisitions, e.g. Hybrid OR and surgical robot
- Director, Strategic Marketing Responsible for public relations, creative and digital marketing team; developed campaigns that promoted key services lines to physicians and consumers*
- Opened a new Emergency Room, resulting in 50% increase year over year in visits
 - Pioneered HealthONE Cancer Care brand to align physicians and promote the system of care to patients
 - Initiated a multichannel internal communications strategy that significantly increased employee engagement
- HEALTHGRADES, Golden, CO** **2009 - 2010**
Consultant, Professional Services Managed 30 hospitals to sell quality awards, clinical consulting and marketing advice
- Educated hospitals on the metrics underlying quality ratings and where to focus process improvement efforts
 - Engaged local media, community, employers and health plans in quality and transparency in healthcare
- UNIVERSITY OF PITTSBURGH MEDICAL CENTER, Pittsburgh, PA** **2007 - 2009**
Director, Planning and Marketing Developing strategies to grow market share for 13 hospitals and service lines
- Recommended strategies to rebuild liver transplant program through new and rejuvenated referral streams
 - Developed predictive analytic tool for imaging services to target referrals and grow surgical volume
- Senior Manager, Service Line Marketing Directed team of 10 managers to develop strategic marketing plans for academic medical center, community hospitals, and clinical services aligned with system goals and priorities*
- Initiated a marketing campaign to expand the geographic market, resulting in 72% revenue growth in 6 months
 - Developed messages and produced 18 TV commercials as the foundation for a multichannel campaign

- KAISER PERMANENTE, Denver, CO** **2003 - 2007**
Principal, Strategic Management Consulting *Directed 8 management and analytic consultants focused on strategy, quality and utilization in hospital, specialty care and continuum of care services*
- Facilitated strategic planning with health plan and physician leadership; identified initiatives and cascading tactics; developed dashboards and monitored results
 - Led hospital strategy process in collaboration with health plan and physician leaders, and hospital partner
- Senior Consultant, Strategic Management Consulting (SMC)** *Advised internal clients regarding opportunities to leverage resources and improve outcomes in value-based care environment*
- Analyzed and presented service, quality and resource utilization data to physician and health plan leadership
 - Facilitated physician leaders to optimize electronic medical record implementation
- Senior Planning Specialist, National Facilities Services (NFS)** *Developed capital requests for investments/divestitures over \$500,000*
- Instituted a planning model that standardized efficiency assumptions for primary care service delivery; resulted in maximizing current facilities and deferring millions in capital expenditure
 - Drafted capital request for new medical office building that was used as an model program-wide

- MCMANIS CONSULTING, Greenwood Village, CO** **2001 - 2003**
Senior Associate *Supported the development of strategies for hospitals to identify new business opportunities, enhance market position, expand facilities, improve efficiencies and foster physician loyalty*

- THE BROE COMPANIES, Denver, CO** **1997 - 2000**
Vice President, Operations and Business Development, McKinley Medical *Responsible for manufacturing, research & development, investor relations and legal affairs, with a \$6 million budget*
- Negotiated strategic alliances with design and manufacturing partners in US and Ireland that expanded market and reduced costs of goods sold by 50%
 - Efforts led to a 5-fold increase in the value of the company and sale of a product line for 8x revenues
- Research Analyst, Broe Investment Company** *Analyzed markets and made recommendations on investments*

Education

- Certificate in Public Health, Colorado School of Public Health, Denver, CO
 Master of Arts, Rutgers School of Management and Labor Relations, NJ
 Bachelor of Arts, Douglass College, Rutgers University, NJ

Publications and Presentations

- "Case Study: Highlands Ranch – Focus on the Kaiser Permanente Process for New Facilities," Healthcare Facilities Symposium & Expo 2007, co-presenter with TSmith, DAlpert and KSmith.
 "Universal Coverage but Splitting the Tab," Healthcare Leadership Management, May 2003. with DCoddington and KMoore.

Awards and Recognition

- Best Application for Child Nutrition, Tech-based Health Promotion, Colorado School of Public Health **2013**
 Aster Award for Internal Newsletter, "Vitals" **2012**
 Care Project Award, Kaiser Permanent, Colorado **2005**

Community Service and Volunteerism

- Board Member and Events Committee Chair, Lowry Business Alliance **2019 - present**
 Member, Colorado Lung Cancer Task Force **2016 - 2019**
 Liaison to Colorado Cancer Coalition Screening Coordination Committee
 Front Desk Volunteer, Ronald McDonald House, Denver, CO **2012 - 2018**
 Member/President, Board of Directors, Women's Lobby of Colorado, Denver, CO **1995 - 1999**

salesforce

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BAC-6072**Contact Information**

Contact Name	Sean Mandel	Home Address	1341 St Paul Street
Preferred Phone	3035207154	Home City	Denver
Preferred Email	sean@rosenproperties.net	Home State	CO
Other Phone		Home Zip	80206
Other Email		County	Denver
DOB	[REDACTED]	Race/Ethnicity	Caucasian
SSN	[REDACTED]	Salutation	
Gender	Male	Party Affiliation	
Other Gender			

Board Information

Board Name	Bluebird Business Improvement District	Other boards or commissions served
Status	New	Resigned
Term Start Date		
Term End Date		

Work Information

Employer	Rosen Properties	Work Address	1478 Birch St
Position	Manager	Work City	Denver
Business Phone #	3033551980	Work State	CO
Work Email		Work Zip	80220

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	
If so, what county?	Denver	Objection to appointment?	No
Denver City Council District No	10	Special Information	

Education and General Qualifications

Name of High School	Name of Graduate School
Location of High School	Location of Graduate School
# of Years Attended High school	# of Years Attended Graduate School
Did you Graduate	Did you Graduate

High School

Graduate Major

Name of College
Location of College
of Years Attended College
Did you Graduate College
Undergrad Major

Reference Details

Reference Name #1
Reference Phone #1

Reference Email #1
Reference Address #1

Reference Name #2
Reference Phone #2

Reference Email #2
Reference Address #2

Reference Name #3
Reference Phone #3

Reference Email #3
Reference Address #3

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SEAN MANDEL

1341 St Paul Street | 303.520.7154 | sean@rosenproperties.net

Education

Tulane University – BA Environmental Science and Policy
Columbia University – MA Environmental Science and Policy

Experience


Colorado Governors Energy Office

New Business Development Manager – 2008 -2011

Worked with utilities across the state to build partnerships that would align their energy efficiency programs with the Federal Weatherization Program.

Rosen Properties – Present

Owner of several properties in the Bluebird District. Have redeveloped several blocks of retail space in the district including Sprouts, Pac Dental, Petco, Cerebral Brewing, Machele, Fox Run Café, Bishops, Tough Mudder, etc...





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BAC-6148

Contact Information

Contact Name	chris swank	Home Address	1950 forest pkwy
Preferred Phone	3036698591	Home City	denver
Preferred Email	cswank@nipp.com	Home State	CO
Other Phone		Home Zip	80220
Other Email		County	den
DOB	[REDACTED]	Race/Ethnicity	Caucasian
SSN	[REDACTED]	Salutation	Mr.
Party Affiliation		First Name	chris
Gender	Male	Middle Name	
Other Gender		Last Name	swank

Board Information

Board Name	Bluebird Business Improvement District	Other boards or commissions served	
Status	New		
Application Date			
Term Start Date			
Term End Date			
Resigned			

Work Information

Employer	bluebird	Work Address	1950 forest pkwy
Position	owner	Work City	denver
Business Phone #	3036698591	Work State	CO
		Work Zip	80220

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	
If so, what county?	Denver	Objection to appointment?	No
Denver City Council District No	8	Special Information	

Education and General Qualifications

Name of High School	manual	Name of Graduate School	
Location of High	denver	Location of Graduate	

School

of Years Attended High school 3

Did you Graduate High School Yes

Name of College colorado school of mines

Location of College golden

of Years Attended College 5

Did you Graduate College Yes

Undergrad Major bs engineering

School

of Years Attended Graduate School

Did you Graduate Graduate Major

Reference Details

Reference Name #1

Reference Phone #1

Reference Email #1

Reference Address #1

Reference Name #2

Reference Phone #2

Reference Email #2

Reference Address #2

Reference Name #3

Reference Phone #3

Reference Email #3

Reference Address #3

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Owner Denver Integration

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chris swank Resume - Google Docs.pdf

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Chris Swank

1950 Forest Parkway
Denver CO 80220

SKILLS

Developer, entrepreneur , music lover.

EXPERIENCE

Bluebird Theater Denver CO- *Owner Developer*

10/1993 - PRESENT

- Redeveloped historic theater which
- Considered top 50 club in US by Rolling Stone Magazine.

EDUCATION

Colorado School of Mines

1985-1990

B.S. Engineering