

CITY AND COUNTY OF DENVER
PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock
Mayor

To: Mayor Michael B. Hancock
From: Romaine Pacheco, Director
Date: November 18, 2020

BOARD: RiNo Business Improvement District

POC: Adrienne Villa

BACKGROUND:

Members – 7
Terms – 3 Yrs.
Confirmation – Yes

The BID's responsibilities include creating a quality and supportive environment that enhances the ability of the district's retailers, property owners and tenants to prosper individually and collectively

RECOMMENDATIONS

Diana Merkel, Denver (F)(C) to serve as a property owner in the district for a term expiring June 20, 2025, reappointed;

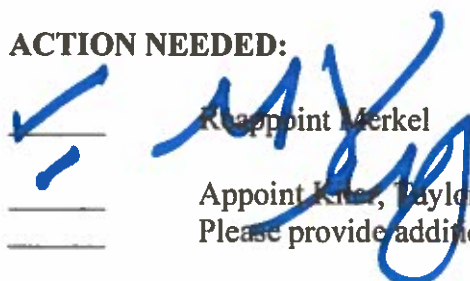
Tom Kiler, Denver (M)(C) to serve as a property owner in the district for a term expiring June 20, 2026, appointed;

Jevon Taylor, Denver (M)(AA) to service as a business owner in the district for a term expiring June 20, 2027, appointed;

Obadiah Ariss, Denver (Two or More Races) to serve as a business owner in the district for a term expiring June 20, 2027, appointed;

Adam Larkey, Denver (M)(C) to serve as an owner's representative in the district for a term expiring June 20, 2027, appointed.

ACTION NEEDED:


Reappoint Merkel
Appoint Kiler, Taylor, Ariss, and Larkey
Please provide additional candidates to consider.



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BAC-8098

Contact Information

Contact Name	Diana Merkel	Home Address	2921 Walnut Street
Preferred Phone	3038750401	Home City	Denver
Preferred Email	diana@ps.design	Home State	CO
Other Phone		Home Zip	80205
Other Email		County	Denver
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Mrs.

Board Information

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

Work Information

Employer	Self	Work Address	2921 Walnut Street
Position	Owner / Creative Director	Work City	Denver
Business Phone #	3038750401	Work State	CO
Work Email	diana@ps.design	Work Zip	80205

Additional Information

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

Education and General Qualifications

Name of High School	Franklin Delano Roosevelt	Name of Graduate School	
Location of High School	Hyde Park, New York	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate	Yes	Did you Graduate	

High School

Graduate Major

Name of College Colorado State University
Location of College Ft. Collins, Colorado
of Years Attended College 2
Did you Graduate College Yes
Undergrad Major BFA w/ Concentration in Graphic Design

Reference Details

Reference Name #1 Meghan Howes
Reference Phone #1 3037269177
Reference Email #1 mshowes@gmail.com
Reference Address #1 3235 Vine

Reference Name #2 Jason Zumbrunnen
Reference Phone #2 3102669264
Reference Email #2 jzumbrunnen@ratiobeenworks.com
Reference Address #2 2921 Larimer

Reference Name #3 Tracy Weil
Reference Phone #3 3039137508
Reference Email #3 tracy@rinoartsdistrict.org
Reference Address #3 Chestnut Street

Agree to a background check ✓

Owner Romaine Pacheco

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Last Modified By Denver Integration, 5/11/2022 11:03 AM

Notes & Attachments

Diana Merkel_Bio.pdf

Type Attachment

Last Modified Denver Integration

Description

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Diana has over 15 years of experience as owner and creative director of PS.Design. Her passion lies in creating strong relationships with clients that goes beyond meeting deadlines and doing great work—she feels that building a deep understanding of goals, pain points and brand culture all with a sense of humor and “we’re in it together-ness” are key to any projects success.

Diana hosts zero commission First Friday art shows (during Non-Covid times), and has moderated BUZZ ('13-'16), a monthly AIGA event that gathered independent designers to network and talk about business, design, and inspiration. She is also a member of the RiNo BID Board, and seeks to promote a culture of equity and creativity in the neighborhood at every opportunity.

PS has been building brands and working through brand strategies since 2002. Their primary focus is on strategy, creation and implementation of brand touchpoints for both print and digital. A studio and workshop at the RiNo warehouse enables PS to continue to grow as both brand and design experts as well as hands-on makers.

PinkShag often collaborates with Signal-to-Noise Media Labs and Merkel Acoustics to contribute to the finer arts of creative coding, sculpture and mural work throughout Denver.



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BAC-6169

Contact Information

Contact Name	Tom Kiler	Home Address	428 Gilpin Street
Preferred Phone	202-360-3337	Home City	Denver
Preferred Email	tkiler@edens.com	Home State	CO
Other Phone		Home Zip	80218
Other Email		County	Denver
DOB		Race/Ethnicity	Caucasian
SSN		Salutation	
Party Affiliation		First Name	Tom
Gender	Male	Middle Name	
Other Gender		Last Name	Kiler

Board information

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

Work Information

Employer	EDENS	Work Address	2700 Larimer St, Unit B
Position	Managing Director	Work City	Denver
Business Phone #	720-785-5612	Work State	CO
		Work Zip	80205

Additional Information

Are you a registered voter?	Yes	Other Ethnicity	
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	North Carroll High School	Name of Graduate School	Business School
Location of High	Hampstead, MD	Location of Graduate	University of North Carolina - Chapel Hill

School

of Years Attended High school 4

Did you Graduate High School Yes

Name of College Harvard University

Location of College Cambridge, MA

of Years Attended College 4

Did you Graduate College Yes

Undergrad Major Economics

School

of Years Attended Graduate School 2

Did you Graduate Yes

Graduate Major Real Estate

Reference Details

Reference Name #1 Tracy Weil

Reference Phone #1 303-913-7508

Reference Email #1 tracy@rinoartdistrict.org

Reference Address #1

Reference Name #2 Andrew Feinstein

Reference Phone #2 310-266-7202

Reference Email #2 afeinstein@exdomanagement.com

Reference Address #2

Reference Name #3 Albus Brooks

Reference Phone #3 720-220-4632

Reference Email #3 albus.brooks@milenderwhite.com

Reference Address #3

Agree to a background check ✓

Owner Denver Integration

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Notes & Attachments

Tom Kiler Bio.pdf

Type Attachment

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Description

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ABOUT EDENS/PEOPLE

Tom Kiler

Managing Director

<https://edens.com/people/tom-kiler/>

Tom Kiler serves as Managing Director for EDENS where he oversees the acquisition, development and operations within the Western region. Under Tom's leadership, the Western region's portfolio encompasses over 3M square feet of retail in the Denver, Houston, Dallas, and Austin markets.

Tom has led the Western region team in the execution of over 750,000 square feet of redevelopment and recently acquired over 140,000 square feet within Denver's RiNo (River North) neighborhood.

Prior to this role, Tom was Vice President of Development where he led development at Mosaic, a 31-acre, 2M square foot district in Fairfax, VA. The Mosaic team transformed underutilized, industrial land into a premier mixed-use development, focused on connecting the wider community.

Tom holds a BA in Economics from Harvard University and an MBA with a concentration in Real Estate from the University of North Carolina at Chapel Hill. He is a LEED AP with the U.S. Green Building Council, an active member in the Downtown Denver Partnership, Urban Land Institute and The Nature Conservancy and a board member of the Uptown Houston District.

Tom was born outside Baltimore, Maryland and now lives in Denver with his wife and two daughters. He is an avid outdoorsman who has summited both Mt. Rainier and Mt. Kilimanjaro and was inducted into the Maryland State Wrestling Hall of Fame in 2013.



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BAC-7038

Contact Information

Contact Name	Jevon Taylor	Home Address	19548 E. 40th Pl.
Preferred Phone	7202124972	Home City	Denver
Preferred Email	jevontaylor@falseego.eco	Home State	CO
Other Phone		Home Zip	80249
Other Email	jevontaylor@falseego.eco	County	Denver
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	African American
Gender	Male	Other Ethnicity	
Other Gender		Salutation	

Board Information

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

Work Information

Employer	False Ego	Work Address	2650 Walnut St.
Position	Founder/CEO	Work City	Denver
Business Phone #	7202124972	Work State	CO
Work Email	jevontaylor@falseego.eco	Work Zip	80205

Additional Information

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

Education and General Qualifications

Name of High School	George Washington High School	Name of Graduate School	
Location of High School	Denver, CO	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate	Yes	Did you Graduate	

High School

Graduate Major

Name of College Emporia State University
 Location of College Emporia, KS
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major Health Promotion

Reference Details

Reference Name #1	Tom Kiler	Reference Email #1	tkiler@edens.com
Reference Phone #1	2023603337	Reference Address #1	2700 Larimer Street, Suite B
Reference Name #2	Christa Nenaber	Reference Email #2	christa.nenaber@patagonia.com
Reference Phone #2	9704209627	Reference Address #2	2600 Walnut St.
Reference Name #3	Benhur Desia	Reference Email #3	benhur@falseego.eco
Reference Phone #3	7209809311	Reference Address #3	2650 Walnut St.
Agree to a background check	✓		

Owner Romaine Pacheco

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Notes & Attachments

Resume.pdf

Type Attachment

Last Modified Denver Integration

Description

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JEVON TAYLOR

DENVER, COLORADO

CONTACT DETAILS

Mobile: 720-212-4972

Email: jevontaylor@falseego.eco

Website: www.falseego.eco

EXECUTIVE PROFILE

I am the founder of a Denver, CO based Eco-friendly apparel brand, currently expanding my skills in community development projects, marketing, Urban Agriculture, and Graphic Design. My work has been featured in both local and national publications and I am currently looking to further expand my impact with future endeavors.

AREAS OF EXPERTISE

- Art and Design
- Digital Graphics
- Social Media Marketing
- Event Coordination
- Community Outreach
- Research
- Communication
- Web Design
- Designs for Advertisements

MAIN INTERESTS

- Graphic Design
- Digital Marketing
- Urban Farming
- Community Events
- Leadership Committees
- Architecture
- Environmental science

PROFESSIONAL HISTORY

FOUNDER/CEO

False Ego (Denver, CO) | April 2018 - Present

R.E.A.C.H FACILITATOR/AMBASSADOR

REACH Conference- Gala (Denver, CO) | October 2019 - Present

- Coordinate Leadership Committees
- Curriculum Development
- Facilitate Corporate DEI workshops

FARM ASSISTANT

- Frontline Farming (Denver, CO) | May 2019 - August 2020
- MHCD Dahlia Campus

- Harvest Produce
- Coordinate Farm Stands in local food deserts
- Record Produce Inventory
- Site Management
- Community Outreach

WELLNESS COORDINATOR INTERN

GPV (Wichita, KS) | April 2017 - August 2017

- Coordinate/Market Company wide Health Fairs
- Facilitate On-site Fitness programs
- Coordinate & Present Lunch & learn presentations

EDUCATION HISTORY

EMPORIA STATE UNIVERSITY

BA Health Promotion | 1st Generation Grad

- 4 year Student -Athlete (Basketball)
- Team Captain
- SAAC (Student-Athlete Advisory Committee) Representative
- Diversity & Inclusion Ambassador
- Green Club Vice president

GEORGE WASHINGTON HIGH SCHOOL

Denver, CO 2009-2013

- Student-Athlete 2009-2013
- Honor Roll student 2009,2011-2013



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BAC-7682

Contact Information

Contact Name	Obadiah Ariss	Home Address	1630 Clarkson Street
Preferred Phone	3039171106	Home City	Denver
Preferred Email	obe@thepreservery.com	Home State	CO
Other Phone		Home Zip	80218
Other Email		County	Denver
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Two or more races
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Dr.

Board Information

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

Work Information

Employer	The Preservery	Work Address	3040 Blake St. #101
Position	Co-Owner	Work City	Denver
Business Phone #	3032986821	Work State	CO
Work Email	obe@thepreservery.com	Work Zip	80205

Additional Information

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

Education and General Qualifications

Name of High School	Orangeville District Secondary School	Name of Graduate School	University of Colorado
Location of High School	Orangeville, Ontario, Canada	Location of Graduate School	Boulder, Colorado, USA
# of Years Attended High school	4	# of Years Attended Graduate School	6
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major

Music Performance

Name of College Royal Conservatory of Music
 Location of College Toronto, Ontario, Canada
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major Music Performance

Reference Details

Reference Name #1 Shawn Coleman
 Reference Phone #1 720-839-1560

Reference Email #1 slcbdc@gmail.com
 Reference Address #1 3250 O'Neal Circle, #A23, Boulder, CO 80301

Reference Name #2 Marcin Biegunaytis
 Reference Phone #2 720-261-2271

Reference Email #2 marcin@manmademedia.net
 Reference Address #2 3069 Albion Street, Denver, CO 80207

Reference Name #3 Suzy Schutz
 Reference Phone #3 303-886-5945

Reference Email #3 sschutz@apisbusinesssolutions.com
 Reference Address #3 2000 South Corona Street, Denver, CO, 80210

Agree to a background check ☒

Owner Romaine Pacheco

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Notes & Attachments

Obe Ariss, Biography.docx

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Obe Ariss

Co-Owner, The Preservery

Known also as Obadiah to his mother and anybody reading his driver license. Originally hailing from the beautiful city of Toronto, Obe is a doctor of music, an accomplished pianist, business entrepreneur, non-profit expert with over a decade of development experience, student of baking and cooking, and lover of whiskey. Oh, and if you are ever looking for somebody who has encyclopedic knowledge of all things automotive, here's your guy! (Follow him @iwouldbuythisride on Instagram or TikTok.) His Czech-born mom and Lebanese dad instilled in him an adventurous, even fearless palate along with a deep appreciation for anything flavored with lots of garlic and lemon juice and drizzled with a ton of olive oil.



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BAC-7681

Contact Information

Contact Name	Adam Larkey	Home Address	2805 East 9th Avenue
Preferred Phone	720-440-1019	Home City	Denver
Preferred Email	adam@zeppelinplaces.com	Home State	CO
Other Phone		Home Zip	80206
Other Email	adamlarkey@gmail.com	County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Caucasian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.

Board Information

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

Work Information

Employer	Zeppelin Development	Work Address	3455 Ringsby Court, #100
Position	Director of Sales and Leasing	Work City	Denver
Business Phone #	7204401019	Work State	CO
Work Email	adam@zeppelinplaces.com	Work Zip	80216

Additional Information

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

Education and General Qualifications

Name of High School	Park School	Name of Graduate School	
Location of High School	Baltimore, MD	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate	Yes	Did you Graduate	

High School

Graduate Major

Name of College Connecticut College
 Location of College New London, CT
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major Government

Reference Details

Reference Name #1 David McMurtry
 Reference Phone #1 303-968-4748

Reference Email #1 mcmurtryd@gmail.com
 Reference Address #1 2215 S. Columbine St., Denver

Reference Name #2 John Martin
 Reference Phone #2 919-669-9650

Reference Email #2 john.louis.martin@gmail.com
 Reference Address #2 2626 Stout St. Denver

Reference Name #3 Kirsten Blake
 Reference Phone #3 202-276-3203

Reference Email #3 kirsten@chapterbe.com
 Reference Address #3 2351 Federal Blvd. #205 Denver

Agree to a background check ☒

Owner Romaine Pacheco

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Notes & Attachments

ADAM LARKEY - Biography.docx

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ADAM LARKEY

Biography

As the Director of Sales and Leasing for Zeppelin Development, Adam spearheads all the commercial leasing, acquisitions and dispositions for the company and has successfully closed over 250 transactions in the 4 years with the company. Highlights include Alterra Mountain Company's lease at Zeppelin Station, multiple expansions for Brandfolder, acquiring a 2.5 acre site for the first A Frame Club in Winter Park and the purchase of the historic Western Hotel and Saloon in Ouray, Colorado.

Prior to joining the Zeppelin team, he worked as a commercial broker in Broad Street Realty's Denver office. He specialized in Sales and both Tenant and Landlord. Transaction he was most proud of was helping a Goddard School franchisee secure a building in Sunnyside, working with Copper Door Coffee and Roasters, Haykin Ciders and Downpours coffee. But Adam started his real estate career as a Realtor at Dwell Denver.

Before relocating to Denver, Adam worked as a professional photographer at ABC / Disney in Los Angeles, photographing projects such as Dancing with the Stars, the Oscars, General Hospital and High School Musical 2.

Along with his partner Stephanie, their daughter Charlotte and puppy Cookie make sure things don't get too boring.