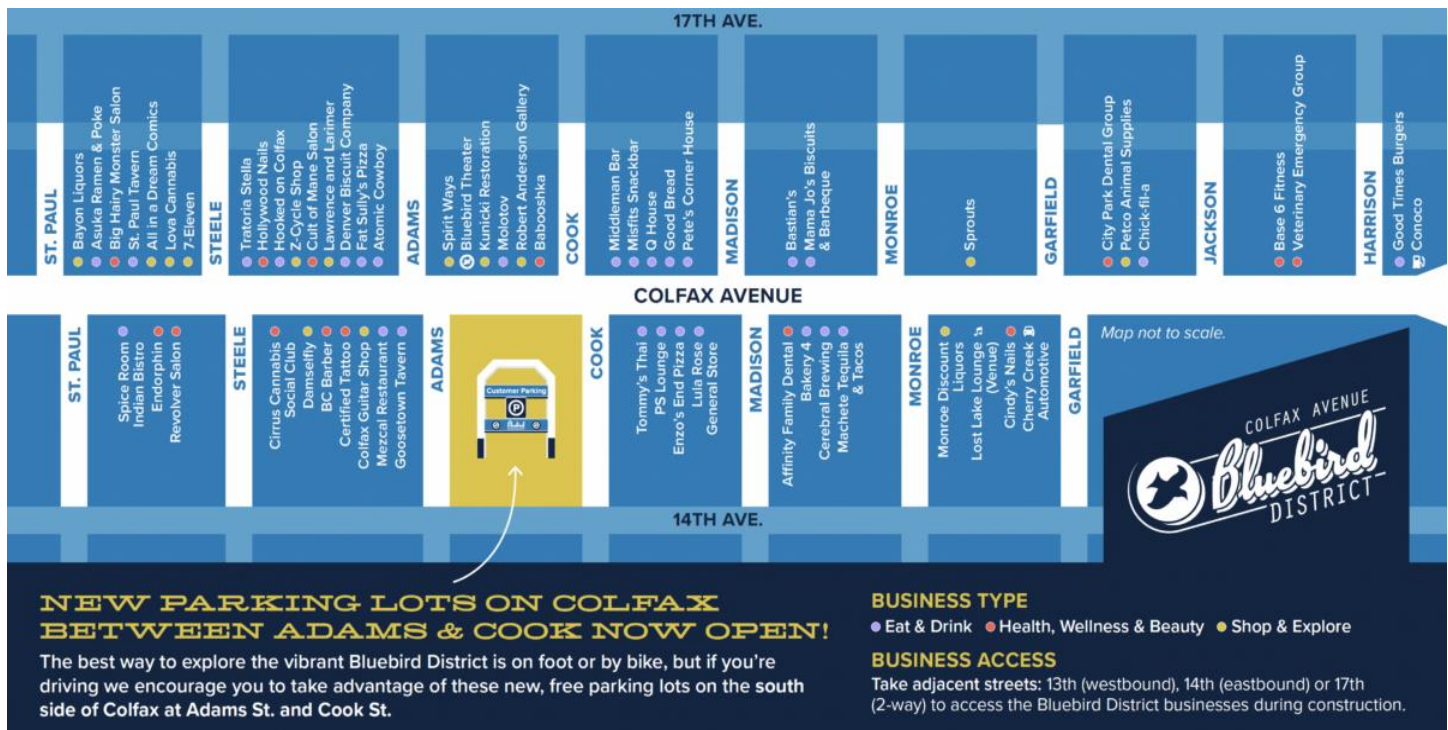


MEMORANDUM – BLUEBIRD BID

TO:	Denver City Council
FROM:	Office of Boards & Commissions
DATE:	8/01/2025
PURPOSE:	Appointment & Reappointments to the Bluebird BID

Purpose:

The Bluebird Business Improvement District (“BBID”) was formed in 2013. The district falls within a nine- block boundary, just east of downtown Denver, along East Colfax in Denver, CO. It has 27 property owners, and 62 businesses, within a nine-block boundary - St. Paul to Harrison.



Appointment Process: Mayor appoints 7 members to this BID Board for a term of four years. City Council Confirms.

Appointment Candidate:

Term: 8/1/2025 – 7/31/2029 or until a successor is duly appointed

Malissa Spero (Female)(Caucasian)

Owner & Co-Founder, Hooked on Colfax Coffeehouse



BIO: Malissa Spero co-founded Hooked on Colfax coffee house in the Bluebird District in 2005. Over the years, Hooked doubled its square footage, added a liquor license and bakery. Hooked is committed to supporting local vendors and embracing green initiatives by collaborating with innumerable community organizations, artists, bands, literary magazines, pop-up markets, etc. Hooked is a member of Denver's Green Energy Challenge and was named a Denver Legacy Business.

Reappointment Candidates:

Term: 8/1/2025 – 7/31/2029 or until a successor is duly appointed.

Don Novak (Male)(Caucasian)

Owner, Tasty Colfax | Founder, Bluebird BID



BIO: The Novak family has a long-standing history on East Colfax. Don is the creative force behind Tasty Colfax and Boo and Brew events and founded the Bluebird BID. Born and raised near Colfax, Don has committed his time and energy to East Colfax and has contributed to many community events and organizations over the years.

Term: 8/1/2025 – 7/31/2029 or until a successor is duly appointed.

Sean Mandel (Male)(Caucasian)

Property Owner, Bluebird District

BIO: Sean is the owner of several properties in the Bluebird District. He has redeveloped several blocks of retail space in the district including Sprouts, Pac Dental, Petco, Cerebral Brewing, Machete, Fox Run Café, Bishops, Tough Mudder, etc. Sean's family business, Rosen Properties, is a property management firm that owns around 100 residential and commercial units on or around East Colfax. He has brought a highly successful grocery store to the area and transformed the former Galaxie Auto Body Shop into popular community serving neighborhood amenity with Cerebral Brewing and Machete.