



# CITY AND COUNTY OF DENVER

PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

MICHAEL B. HANCOCK  
Mayor

To: Mayor Michael B. Hancock  
From: Romaine Pacheco, Director  
Date: March 7, 2022

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**BOARD:** BID— West Colfax Board of Directors

**STAFF:** Dan Shah

## BACKGROUND:

Members - 7  
Terms – 3 Years  
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. Some services include trash and graffiti removal, maintenance of the trash receptacles, pedestrian light poles, banners and installation of wayfinding kiosks, art murals and sculptures, and benches. Other initiatives and efforts include working with the police and providing small safety grants to the district ratepayers, and helping businesses navigate through city channels.

## RECOMMENDATION:

Juan Prado, Denver (M)(C) to serve as a property owner in the District for a term expiring October 3, 2024, appointed;

Rene Doubleday, Denver (F)(C) to serve as a property owner in the District for a term expiring October 3, 2024, reappointed.

## ACTION NEEDED:

- Appoint Prado
- Reappoint Doubleday
- Please provide additional candidates to consider.



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## BAC-7558

### Contact Information

Contact Name	Rene Doubleday	Home Address	3725 Meade St.
Preferred Phone	3038848158	Home City	Denver
Preferred Email	doubleday.rene@gmail.com	Home State	CO
Other Phone		Home Zip	80211
Other Email		County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.

### Board Information

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

### Work Information

Employer	RD Consulting	Work Address	3725 Meade St.
Position	Owner	Work City	Denver
Business Phone #	303-884-8158	Work State	CO
Work Email		Work Zip	80211

### Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	1		

### Education and General Qualifications

Name of High School	Hinkley High School	Name of Graduate School	
Location of High School	Aurora, 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** University of Denver  
**Location of College** Denver, CO  
**# of Years Attended College** 4  
**Did you Graduate College** Yes  
**Undergrad Major** Mass Communications

Reference Details

**Reference Name #1** Valeria Jarstad **Reference Email #1** peducator@gmail.com  
**Reference Phone #1** **Reference Address #1**

**Reference Name #2** Kate Culligan **Reference Email #2** culligankate@hotmail.com  
**Reference Phone #2** **Reference Address #2**

**Reference Name #3** Paul Tamburello **Reference Email #3** paul@thinkgenerator.com  
**Reference Phone #3** **Reference Address #3**

Agree to a background check

**Owner** Romaine Pacheco

**Created By** Denver Integration, 8/27/2021 10:01 AM  
**Last Modified By** Denver Integration, 8/27/2021 10:01 AM

Notes & Attachments

Rene Doubleday Resume1.pdf

Type Attachment

Last Modified Denver Integration

Description

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# RENE DOUBLEDAY

303.884.8158 • doubleday.rene@gmail.com

## SUMMARY

I am a strategic marketing/communications professional who is adept at brainstorming and developing ideas, and then seeing those ideas through to fruition on time and on budget. I also have experience in branding, event production, promotions, media and grassroots marketing from both the client and agency sides. I am able to see the big picture even while handling day-to-day tasks.

## EXPERIENCE

### RD CONSULTING, Denver, CO, Project Manager

2012

Provide custom marketing support and project management on a project basis for clients such as: Humanex Academy; Central City Business Improvement District; LiveWell Colorado; and Flight For Life Colorado.

- Activate marketing and communications campaigns
- Produce corporate and fundraising events
- Coordinate traditional and online advertising
- Manage worksite wellness pilot program to help fight and prevent obesity

### JUICE COMMUNICATIONS, Denver, CO, Account Director

1999-2011

Create comprehensive integrated marketing and media plans for one of Denver's Top 10 advertising agencies. Clients include the Globus family of brands, Lufthansa, FitPro North America, American Heart Association, St. Anthony Hospitals and Western Union.

- Initiate primary research and evaluate existing and third-party research as related to market analysis and business trends.
- Develop unique brand positionings, including target audience definition, messaging platforms and migration, and marketing tactics.
- Integrate sales, marketing and customer experience initiatives to meet business objectives and key performance indicators.
- Implement multi-million dollar marketing campaigns on a local and national basis, on-time and on budget.
- Direct internal and external communications, including employee orientation and retention programs, public relations, and crisis communications.
- Track campaign performance and provide accountability recording for clients and key stakeholders.
- Oversee new business development.
- Manage Account and Creative staff on client projects and overall career development.

### DENVER NUGGETS / COLORADO AVALANCHE, Advertising Manager

1995-1999

Develop, evaluate and execute all advertising plans. Design in-arena and marketplace promotional campaigns for Denver Nuggets and Colorado Avalanche in conjunction with internal departments, corporate sponsors, media partners and non-profit organizations.

- Maintain \$1.2M advertising budget for the Denver Nuggets and Colorado Avalanche.
- Negotiate and place all external media.
- Edit in-house publications. Write copy for collateral materials, radio, TV, and print ads. Facilitate development of creative strategies and copy themes.
- Manage technical and entertainment components in-arena for Denver Nuggets and Colorado Avalanche home games. Supervise full-time staff, game night and contract employees.

# RENE DOUBLEDAY

303.884.8158 • doubleday.rene@gmail.com

- Produce city-wide events like the *Colorado Avalanche Stanley Cup Parade and Celebration*, the *Colorado Avalanche and Denver Nuggets Golf Tournaments*, and the *Denver Nuggets Draft Party*. Handle customized artwork, file applications and petitions, coordinate volunteers, distribute tickets and reconcile event accounting.

## **WALT DISNEY'S WORLD ON ICE, Vienna, VA, Assistant Tour Director** 1994-1995

Organize ice skating tour logistics for a division of Feld Entertainment, the world's largest source of family entertainment. Liaison between international touring unit and corporate headquarters in Vienna, VA.

- Coordinate international media relations and skater appearances in print, radio and television promotions and public appearances.
- Book national and international travel, process visas, passports and immigration for cast, crew and concessions team of more than 100 members.
- Manage HR efforts for entire tour including worker's compensation, health insurance, and employee benefits

## **KBCO RADIO, Boulder, CO, Promotions Director** 1990-1994

Coordinate radio station annual marketing and advertising, including: television, direct mail, telemarketing, outdoor, print, and radio. Create promotional campaigns with advertisers, building brand identity, added value and listener engagement.

- Collaborate with agencies, print shops, graphic artists, and production houses on creative development and art direction.
- Negotiate paid and in-kind sponsorships, and create in-store and point-of-sale materials.
- Outline and operationalize radio promotional inventory to support programming and marketing of station.
- Produce annual station events such as *Cardboard Derby* and *Kinetics*.

## **AREAS OF SPECIALTY**

### **Health & Wellness**

- Hospitals
- Insurance Reform
- Fitness
- Workplace Wellness
- Organic Foods

### **Banking/Finance**

- Credit Unions
- Independent Banks

### **Non-profit**

- Capital Campaigns
- Fundraising Events
- Board Membership
- Repositioning & Brand Development

## **EDUCATION**

University of Denver, Denver, CO (Cum Laude 1990)

*Bachelor of Arts in Mass Communications with emphasis on PR*



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## BAC-7904

### Contact Information

<b>Contact Name</b>	Juan Padro	<b>Home Address</b>	210 St Paul St
<b>Preferred Phone</b>	6178387169	<b>Home City</b>	Denver
<b>Preferred Email</b>	juan@theculinarycreative.com	<b>Home State</b>	CO
<b>Other Phone</b>		<b>Home Zip</b>	80206
<b>Other Email</b>		<b>County</b>	Denver
<b>DOB</b>	[REDACTED]	<b>Hispanic or Latino origin or Descent?</b>	Yes
<b>SSN</b>	[REDACTED]	<b>Race/Ethnicity</b>	Caucasian
<b>Gender</b>	Male	<b>Other Ethnicity</b>	
<b>Other Gender</b>		<b>Salutation</b>	Mr.

### Board Information

<b>Board Name</b>	West Colfax Business Improvement District	<b>Other boards or commissions served</b>	
<b>Status</b>	New	<b>Resigned</b>	
<b>Term Start Date</b>			
<b>Term End Date</b>			

### Work Information

<b>Employer</b>	Culinary Creative Group	<b>Work Address</b>	210 St Paul St, Unit 310
<b>Position</b>	CEO	<b>Work City</b>	Denver
<b>Business Phone #</b>	6178387169	<b>Work State</b>	CO
<b>Work Email</b>	juan@theculinarycreative.com	<b>Work Zip</b>	80206

### Additional Information

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

### Education and General Qualifications

<b>Name of High School</b>	The Gunnery School	<b>Name of Graduate School</b>	
<b>Location of High School</b>	Washington, Ct	<b>Location of Graduate School</b>	
<b># of Years Attended High school</b>	2	<b># of Years Attended Graduate School</b>	
<b>Did you Graduate</b>	Yes	<b>Did you Graduate</b>	

High School

Graduate Major

**Name of College** Umass  
**Location of College** Amherst  
**# of Years Attended College** 3  
**Did you Graduate College** Yes  
**Undergrad Major** History

**Reference Details**

**Reference Name #1** Lillienna Van  
**Reference Phone #1** 303-246-1575

**Reference Email #1** lsvan24@yahoo.com  
**Reference Address #1** 210 St Paul St, Unit 310

**Reference Name #2** Katherine O'Shea  
**Reference Phone #2** 617-312-8582

**Reference Email #2** katie@theculinarycreative.com  
**Reference Address #2** 1977 west 34th st denver co 80211

**Reference Name #3** Erin Hoffman  
**Reference Phone #3** +1 (925) 413-2214

**Reference Email #3** erin@theculinarycreative.com  
**Reference Address #3**

**Agree to a background check**

**Owner** Romaine Pacheco

**Created By** Denver Integration, 2/23/2022 6:31 AM

**Last Modified By** Denver Integration, 2/23/2022 6:31 AM

**Notes & Attachments**

**Juan Padro Bio.docx**

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**Type** Attachment

**Last Modified** Denver Integration

**Description**

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### **Culinary Creative Partner – Juan Padro**

As an owner of award-winning restaurants Bar Dough(Denver and Sofia New Orleans), Señor Bear, Ash'Kara(Denver and Boulder), Morin, Mister Oso and the Tap and Burger Concepts (Highland/Sloan's Lake/Belleview Statin), Forget Me Not and Aviano Coffee Juan brings years of entrepreneurial, restaurant and business development experience to his concepts. Padró's breadth of expertise includes management, relationship building, recruiting, resource management and negotiation. In 2010, Juan opened Highland Tap & Burger in Denver's LoHi neighborhood. In 2014, Highland Tap & Burger was named as serving one of the top 15 burgers in America by *Zagat* and has won Denver's highly competitive Burger Battle and prestigious Top Taco competitions multiple times. In 2015, Bar Dough was named one of *Zagat's* "most anticipated restaurant openings" in America and subsequently was named one of *5280* magazine's top 25 restaurants in Denver. In 2018 Morin was named one of the top 100 restaurants in America for wine by *Wine Spectator Magazine* and Juan's newest project, Forget Me Not was honored by *Food and Wine* magazine as one of the 15 most anticipated restaurants in America. Juan has strong ties in the local business and non-profit communities, including *Water Is Life* and various organizations in support of Puerto Rico. Juan has a BA in history from the University of Massachusetts and a passion for creating jobs, investing in people, developing his staff and building businesses that truly impact communities.