



**RECORD OF PROCEEDINGS
MINUTES OF A REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
SANTA FE BUSINESS IMPROVEMENT DISTRICT**

Held: Tuesday, July 16, 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

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 programming 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 upkeep and vandalism clean up. The question is, where else can they go? How beneficial is it to have them? Pepe will take one and take care of everything for it.

Adjournment