



CITY AND COUNTY OF DENVER
PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock
Mayor

To: Mayor Michael B. Hancock
From: Romaine Pacheco, Director
Date: June 16, 2022

BOARD: Santa Fe Business Improvement District

POC: Jackie Bouvier

BACKGROUND:

Members – 7
Terms – 3 Yrs.
Confirmation – Yes

The District'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.

RECOMMENDATIONS:

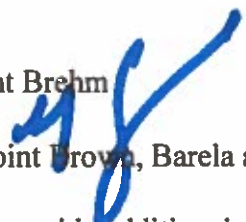
David Brehm, Denver (M)(C) to serve as a tenant in the District for a term expiring February 1, 2023 and occasioned by the resignation of Adam Sexton, appointed;

George Lim, Denver (M)(Asian) to serve as a tenant in the District for a term expiring February 1, 2025, reappointed;

Russell "Rusty" Brown, Denver (M)(C) to serve as a property owner in the District for a term expiring February 1, 2025, reappointed;

Andrea Barela, Denver (F)(H) to serve as a tenant in the District for a term expiring February 1, 2025, reappointed.

ACTION NEEDED:

 Appoint Brehm
 Reappoint Brown, Barela and Lim
Please provide additional candidates to consider.

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BAC-8231

Contact Information

Contact Name	George Lim	Home Address	2001 Lincoln St. Unit 1210
Preferred Phone	303 408 6957	Home City	Denver
Preferred Email	george@tangramdesignllc.com	Home State	CO
Other Phone		Home Zip	80202
Other Email		County	Denver
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Asian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.

Board Information

Board Name	Santa Fe Business Improvement District Board of Directors	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Tangram Design LLC	Work Address	878 Santa Fe Dr. Unit 1
Position	Owner	Work City	Denver
Business Phone #	303 777 8878	Work State	CO
Work Email	george@tangramdesignllc.com	Work Zip	80204

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	Lakes High School	Name of Graduate School	Tyler School of Art / Temple University
Location of High School	Lakewood, WA	Location of Graduate School	Philadelphia, PA
# of Years Attended High school	3	# of Years Attended Graduate School	2
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major MFA Graphic Design / Digital Media

Name of College University of Denver
Location of College Denver, CO
of Years Attended College 4
Did you Graduate College Yes
Undergrad Major BFA Graphic Design

Reference Details

Reference Name #1 Rusty Brown
Reference Phone #1 303 571 4137

Reference Email #1 rbrown@semplebrown.com
Reference Address #1 1160 Santa Fe Dr. Denver, Co 80204

Reference Name #2 Angela Serravo
Reference Phone #2 720 270 1215

Reference Email #2 angela@tangramdesignllc.com
Reference Address #2 4832 South Delaware Street Englewood CO 80110

Reference Name #3 Matthew DeLade
Reference Phone #3 484 896 0056

Reference Email #3 matthew@tangramdesignllc.com
Reference Address #3 1607 East 23rd Ave Denver CO 80205

Agree to a background check ☒

Owner Romaine Pacheco

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Professional Vita



YEARS OF EXPERIENCE 35

EDUCATION

DFA, 1989 University of Denver
Denver, Colorado

MFA 1995 Tyler School of Art
Philadelphia, Pennsylvania

TEACHING

University of Colorado School
of Environmental Design
Boulder, CO
Guest Lecturer

Kent State University Summer
Workshop, Kent, OH
Guest Instructor

ORGANIZATIONS

Art District of Santa Fe
Past Board Member

Society for Experimental
Graphic Design
Past Board Member
Past Denver Chapter Chair

Art & Architecture Institute of
Graphic Design
Past Board Member

Art Directors Club of Denver
Past President and Chairman

SPEAKING ENGAGEMENTS

Sign Research Foundation
Community Engagement
Zoom
March 2020

WASA Regional Conference
Art of Recognition
Tacoma, Washington
September 2019

SEGD Annual Conference
Young Designers Summit
Austin, Texas
June 2019

SEGD Annual Conference
Young Designers Summit
Minneapolis, Minnesota
June 2018

SEGD Annual Conference
Academic Summit and Young
Designers Summit
Miami, Florida
June 2017

The Art of Mentorship
Denver, CO
July 2016

George Lim

Founding Partner / Tangram Design LLC

INTRODUCTION

With a master's degree from the Tyler School of Art in Philadelphia, Pennsylvania, a bachelor's degree from the University of Denver in Denver, Colorado, and over 30 years of professional experience, George has established himself as a national leader in the practice of environmental graphic design. George is an authority in the design of branded environments for culturally sensitive, municipal and private projects. His experience includes designing and implementing branded wayfinding signage systems and programming for municipalities, airports, universities, parks, retail environments, and transit stations.

As a guest lecturer at the University of Colorado, George commits his desire and passion to teach to all his projects. He delivers creative guidance, inspiration, and leadership to facilitate design solutions from conception to completion. He aims to communicate the specific mission and values of a project and create a positive and memorable experience which connects with people and engages their sensibilities.

With his broad range of knowledge and experience, George is equipped to create effective design solutions and ensure all project expectations and requirements are met or exceeded. He efficiently manages tasks, resources, costs, and responses to meet project needs. Additionally, his engaging character and practicality builds effective collaboration among team members and creates consensus among project stakeholders.

FIRM DESCRIPTION

Tangram Design is a creative firm whose success is driven by our people. We are committed to execute with excellence and apply innovative strategies and design

solutions to improve the social, economical and environmental well being of the communities we serve. Intertwining our passion for design and our desire to enhance our local and global communities, we use our design talent to create environments that communicate and increase the quality of the human experience.

Our design focus is the practice of environmental graphic design (EGD) — a discipline that encompasses the planning and design of signage and wayfinding systems, branded environments, exhibit design, and placemaking.

Our design team consists of an eclectic mix of designers whose backgrounds include graphic, architectural, and industrial design capabilities. From brand to structural design, integration with environment, and other project aspects, the diversity of our team ensures that every project is holistically explored and designed. Collectively, the unique make-up of our team provides our clients with a creative resource that effectively delivers high-quality, detailed, and context-sensitive design solutions.

DESIGN METHODOLOGY

Tangram uses design to solve problems, evoke emotions, build communities, and create environments that communicate and increase the quality of the human experience. Balancing form, function, visual communication, and technology with project goals, we adapt and tailor design solutions to meet the specific needs of the project, community, and the environment. We ensure that every project is holistically explored, designed, and professionally managed.

Professional Experience



MUNICIPALITY

City of Bethlehem, PA

Citywide Wayfinding Signage Program – Managed and leading the design team in the development of a branded vehicular and pedestrian wayfinding system for the city. Responsible for client relations and facilitating community engagement efforts.

Town of Bayfield, CO

Town Wayfinding Signage Program – Managed and led the design team in the development of a branded vehicular and pedestrian wayfinding system. Responsible for client relations and facilitating community engagement efforts. Providing construction administration services for fabrication of monument sign.

Morgan County, CO

Tourism Wayfinding Signage Program – Managed and lead the design team in the development of a branded vehicular and pedestrian wayfinding system for the county. Responsible for client relations and facilitating community engagement efforts.

City of Port Angeles, WA

City Wayfinding Signage Program – Managed and lead the design team in the development of a branded vehicular and pedestrian wayfinding system for the city. Responsible for client relations and facilitating community engagement efforts.

Weber County, UT

Ogden Valley Wayfinding Signage Program – Managed and lead the design team in the development of a branded vehicular and pedestrian wayfinding system for the Ogden Valley that connects to trails and recreational assets. Responsible for client relations and facilitating community engagement efforts.

COLLEGE / UNIVERSITY

Laramie County Community College, Cheyenne, WY

Exterior/Interior Wayfinding System Master Plan

Led the creative team in developing the design of a modular exterior/interior wayfinding signage program. Directed project relations. Provided construction administrative services for the first phase of implementation of the exterior signage system. Continue to provide on-call services for the implementation of the interior signage program and other signage needs.

Central Washington University, Ellensburg, WA

Exterior Wayfinding Signage Plan

Managed the project and led the creative team in the design of an exterior signage program that used only green or sustainable materials or fabrication processes. Directed the project and client relations.

College of Southern Nevada, Las Vegas, NV

Exterior and Interior Wayfinding Signage Program

Led the creative team in developing the design of an exterior/interior wayfinding signage program. Worked with client to create consensus and establish design direction for the project among the steering committee. Worked with the design team to set the signage design and wayfinding standards. Oversaw the fabrication and quality control of the final product, during the construction administration phases of the project.

TRANSPORTATION

Metropolitan Transportation Commission, San Rafael, CA

San Rafael Hub Signage Program

Organized and coordinated with MTC and project stakeholders to gain participation in the Hub Signage Program. Directed and assisted the design team in creating comprehensive reports for the each of the transit hubs around the Bay Area. Led the design team in developing the graphic standards for the signage system.

Phoenix Sky Harbor International Airport, Phoenix, AZ

Signage and Wayfinding Master Plans for Roadway, Curbside, Interior and Public Parking

Directed the design team in developing the signage design and graphic standards for the airport's roadway, curbside and interior wayfinding signage master plan. Led the team in defining the signage and wayfinding master plan for entire public parking system which included both parking garages and surface lots.

Minota San José International Airport, San José, CA

Airport Exterior/Interior Signage Program and Guidelines

Directed the design team in the development of the graphic standards and created the wayfinding and signage guidelines for the exterior and interior signage systems. Directed the design of the directory maps that are used throughout the airport.

Additional project experience and references available upon request.



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BAC-8213

Contact Information

Contact Name	Andrea Barela	Home Address	7112 Kalamath St
Preferred Phone	720-319-6623	Home City	Denver
Preferred Email	abarela@newsed.org	Home State	CO
Other Phone	303-534-8342	Home Zip	80221
Other Email		County	Unincorporated Adams County
DOB		Hispanic or Latino origin or Descent?	Yes
SSN		Race/Ethnicity	Hispanic
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.

Board Information

Board Name	Santa Fe Business Improvement District Board of Directors	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	NEWSED Community Development Corporation	Work Address	1001 Santa Fe Drive
Position	President/CEO	Work City	Denver
Business Phone #	303-534-8342	Work State	CO
Work Email	abarela@newsed.org	Work Zip	80204

Additional Information

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

Education and General Qualifications

Name of High School	Ranum High School	Name of Graduate School	CU Denver
Location of High School	2401 W 80th Ave	Location of Graduate School	1201 Larimer St
# of Years Attended High school	4	# of Years Attended Graduate School	6

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BAC-8213 - Salesforce - Performance Edition

Did you Graduate
High School

Yes

Did you Graduate

Yes

Graduate Major

Masters in Public Administration -
Nonprofit Management

Name of College

CU Denver

Location of College

1201 Larimer St

of Years Attended
College

5

Did you Graduate
College

Yes

Undergrad Major

Political Science

Reference Details

Reference Name #1

Nicole Marquez

Reference Email #1

nicole.marquez@huntington.com

Reference Phone #1

303-880-7078

Reference Address #1

10608 Park Mountain West

Reference Name #2

Jennifer Brezicha

Reference Email #2

jennifer.brezicha@wellsfargo.com

Reference Phone #2

303-701-2910

Reference Address #2

4165 Marblehead Pl

Reference Name #3

Jesse Ogas

Reference Email #3

jesse.ogas@9news.com

Reference Phone #3

303-912-6686

Reference Address #3

1322 S Pierson Ct

Agree to a
background check

✓

Owner

Romaine Pacheco

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Notes & Attachments

Andrea Barela Resume NEW.pdf

Type Attachment

Last Modified Denver Integration

Description

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Andrea Barela

720-319-6623

bareladn@yahoo.com

www.linkedin.com/in/andrea-barela-99439312

Highly self-motivated nonprofit development professional skilled at leveraging the collective assets of the community and implementing creative strategies for impact.

Areas of Expertise

- Staff Management and Volunteer Coordination
- Event Coordination/Management
- Fundraising; grant writing, donor and sponsor development and campaigns
- Financial Management
- Program Development
- Media/Public Relations
- Community Organizing and Development
- Marketing
- Public Speaking
- Strategic, Vision and Project Planning

Specialized Skills

- Excellent writing and communication
- Expert in Microsoft Word, Excel, PowerPoint, Publisher, Outlook, and experienced in various database programs
- Experienced in WordPress and basic web site development

Professional Expertise

NEWSED Community Development Corporation

Jan 2018 - present

President/CEO

- Organizational oversight
- Strategic planning
- Board of director and staff development
- Program development
- Real estate development
- Community relations and partnership development

Development Director, 2006 - 2017

- Coordinated all fundraising efforts including but not limited to; research of and proposal development to various community foundations and government entities, individual donor campaigns and special events. On average raised \$300K annually.
- Developed, implemented and fundraised for NEWSED's first satellite program in West Denver for entrepreneurs.
- Marketing and public relations for NEWSED and Santa Fe Drive Redevelopment Corporation related activities. Created annual reports, printed marketing materials, e-newsletters, client story development, PSAs for radio and television, photography, press releases and copy for published articles in La Voz Bilingue, Latin Life Denver and Viva Colorado.
- Developed programming, implementation and tracking systems for NEWSED's Business Support Office.
- Coordinated, managed and raised sponsorships for all NEWSED and SFDRC events including; the *Denver Cinco de Mayo Festival* with an annual attendance of 400K, NEWSED's annual gala the *Civil Rights Awards*, SFDRC's *Annual Meeting and Gateway Awards*, numerous network functions and ad hoc community festivals such as *Gateway Better Block* in 2013 and *Festival 38* in 2011 and 2012. On average raise \$200K annually in sponsorships.
- Facilitated community organizing initiatives such as La Alma Action neighborhood stakeholder collaborative.

- Implemented and administer the Santa Fe Business Improvement District as Board President. Responsibilities include accounting, BID maintenance facilitation, organizing board meetings, minutes, website upkeep, events and fielding community inquiries.
- Managed three websites and social media pages including DenverCincodeMayo.com, Newsed.org and SantaFeBID.org.
- Supervised three staff and volunteers.

Sunnyside Music Festival

Executive Director, Jan 2015 - 2017

- Manage all logistic and ancillary functions for the festival including but not limited to; permits, vendor coordination, sponsorship, marketing, volunteers, budget development and oversight, and coordination of pre-events.

Denver Inner City Parish (DICP)

Development Director, 2003 - 2004

- Managed all fundraising and marketing efforts including, grant writing, letter writing campaigns, individual donor appeals, special initiatives, reporting, newsletters, events, and other office duties.
- Developed general organizational financials and cash flow reports for board of directors.
- Developed and distributed quarterly newsletter.
- Worked with and mentored interns from the Community College of Denver.

Senior Program Director, 2005 - 2006

- Managed all functions of the Parish Senior Program including:
 - Program design and implementation
 - Volunteer coordination
 - Staff supervision of five employees
 - Fundraising efforts
 - Program promotion and development
 - Communication

The Denver Foundation

Donor Services Coordinator, 2000 - 2003

- Processed donor requests
- Created and distributed donor surveys and informational newsletter
- Project and event coordination
- Distributed weekly correspondence for donors such as, packets, grant letters and acknowledgements
- Administrative support for various scholarship initiatives
- Maintained grantee and donor fund files
- Researched donor inquiries

Education

- B.A. in Political Science from the University of Colorado at Denver, class of 2006
- Certificate in Public Administration from the Millennium College at the University of Colorado at Denver
- Master's Degree in Public Administration with an emphasis in Nonprofit Management at the University of Colorado at Denver, Graduate School of Public Affairs, class of 2013
- NALCAB Colegio Community Economic Development Fellowship Program, 2014
- Nonprofit Management Training through the University of Texas at San Antonio, 2014

Current and Prior Volunteer Affiliations

**Treasurer - Neighborhood Development Collaborative
2018 - Present**

**Co-Chair - Colorado Festival and Events Association
2014 - 2017**

References and letters of support available upon request



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BAC-7952

Contact Information

Contact Name	David Brehm	Home Address	765 S. Pennsylvania St
Preferred Phone	303-741-1411	Home City	Denver
Preferred Email	dbrehm@planwest.com	Home State	CO
Other Phone	303-328-8454	Home Zip	80209
Other Email		County	USA
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Caucasian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.

Board Information

Board Name	Santa Fe Business Improvement District Board of Directors	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Plan West Inc.	Work Address	767 Santa Fe Drive
Position	President	Work City	Denver
Business Phone #	303-741-1411	Work State	CO
Work Email	dbrehm@planwest.com	Work Zip	80204

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	7		

Education and General Qualifications

Name of High School	North Catholic	Name of Graduate School	University of Colorado Denver
Location of High School	Pittsburgh, PA	Location of Graduate School	Denver
# of Years Attended High school	4	# of Years Attended Graduate School	1
Did you Graduate	Yes	Did you Graduate	No

High School

Graduate Major Course work in Urban Planning

Name of College Penn State University
 Location of College Pennsylvania
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major BS in Landscape Architecture

Reference Details

Reference Name #1	Brian Connolly	Reference Email #1	bconnolly@ottenjohnson.com
Reference Phone #1	303-825-8400	Reference Address #1	950 17th St Ste 1600, Denver, Co 80202
Reference Name #2	Hal Naiman	Reference Email #2	hal@theshermanagencyinc.com
Reference Phone #2	720-572-8778	Reference Address #2	910 W 8th Avenue Denver, CO 80204
Reference Name #3	Mark Tabor	Reference Email #3	marklabor66@gmail.com
Reference Phone #3	720-228-3514	Reference Address #3	124 W. Irvington, Denver, Co
Agree to a background check	☒		

Owner Romaine Pacheco

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Notes & Attachments

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Resume-David 2021.pdf

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...ABOUT PLAN WEST...

Plan West Inc. is a design firm in our 49th year providing land use planning, site design, landscape architecture, and entitlement management services to landowners, developers, and municipalities along the Front Range and Rocky Mountain Region. Our project experience ranges from land use planning to detailed design with a focus on approvals and entitlements. Our projects include mixed-use master plans, residential communities, commercial, office, industrial complexes to custom site planning and landscape architecture for development.

Our entitlements include successfully negotiating and receiving approvals for the first new, state of the art, marijuana greenhouse, in the City of Aurora. As one of the first new grow facilities, the project received significant scrutiny. Our process and attention to detail resulted in support from staff and unanimous approval from the Planning Commission.

Plan West also represented the City of Denver for the entitlements to add over a section of land to the Denver Arapahoe Disposal Site (DADS). The landfill project was multifaceted with by City of Denver ownership and Waste Management the contract operator. The site is located in Arapahoe County. Plan West created public outreach presentation documents and became the public face of the proposed landfill expansion at neighborhood meetings to help obtain approvals from the Arapahoe County Planning Commission and County Commissioners.

We are currently negotiating the conditions of approval for Heavy Industrial Zoning uses on a site in Commerce City, modifications to a PUD in Denver to allow overnight stay for a counseling center, an amendment to a special use permit to expand an addiction counseling center in Arapahoe County and modified uses in a floodplain to allow limited commercial uses in the underlying agricultural zoning. Our projects are located in Douglas County, Greenwood Village, Parker, Lakewood, Arvada, Commerce City, Wheatridge, Erie, Adams County, Arapahoe County Westminster, and a number of smaller towns along the Front Range. For references, we are glad to provide a list of planning directors, municipal staff, and reviewing agency staff for insight into our approach and results.

The Plan West operating philosophy is based on success *By Design*. The size of Plan West helps assure that our clients receive critical involvement by the senior staff. We are proud of the collaborative relationship we have with the various municipalities and agencies with whom we work. We are equally proud of the new relationships we are able to develop with new projects.

A testimonial to the success of our process is that more than half of Plan West's projects are from repeat clients and referrals.



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BAC-8214

Contact Information

Contact Name	Russell Brown	Home Address	450 Race St.
Preferred Phone	3035714137	Home City	Denver
Preferred Email	rbrown@semplebrown.com	Home State	CO
Other Phone		Home Zip	80206
Other Email	rbrown@semplebrown.com	County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Caucasian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	

Board Information

Board Name	Santa Fe Business Improvement District Board of Directors	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Semple Brown Design, PC	Work Address	1160 Santa Fe Dr.
Position	President	Work City	Denver
Business Phone #	3035714137	Work State	CO
Work Email	rbrown@semplebrown.com	Work Zip	80204

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	Casady School	Name of Graduate School	
Location of High School	Oklahoma City, OK	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 Oklahoma
Location of College Norman, OK
of Years Attended College 5
Did you Graduate College Yes
Undergrad Major Architecture

Reference Details

Reference Name #1 Chris Wineman
Reference Phone #1 3035714137

Reference Email #1 cwineman@semplebrown.com
Reference Address #1 1160 Santa Fe Dr.

Reference Name #2 Bryan Schmidt
Reference Phone #2 3035714137

Reference Email #2 bschmidt@semplebrown.com
Reference Address #2 1160 Santa Fe Dr.

Reference Name #3 Tom Gallagher
Reference Phone #3 3035714137

Reference Email #3 tgallagher@semplebrown.com
Reference Address #3 1160 Santa Fe Dr.

Agree to a background check ☒

Owner Romaine Pacheco

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Notes & Attachments

Sample Brown_Rusty Brown resume.pdf

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Description

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PROJECT ROLE:
CORE & TEAM LEAD PRINCIPAL

SEMPLE
BROWN

RUSTY BROWN

AIA | LEED | PRINCIPAL

BIO

As President of Simple Brown Design, Rusty Brown oversees the overall management operations of the firm. Rusty is a skilled administrator of large, complex projects with more than 35 years of experience in design, management, production, and construction administration. His specialty lies in adaptive-reuse and new construction within historic districts. His work encompasses a number of Denver's most beloved urban spaces including The Ellie Caulkins Opera House, Temple Buell Theatre, and Larimer Square Master Plan and Revitalization.

RELEVANT EXPERIENCE

- Block A Mixed Use Project
- Denver Union Station Historic Terminal Assessment
- Larimer Square Revitalization Improvements
- Ellie Caulkins Opera House at the Quigg Newton Theatre
- Lowenstein Retail Center & Parking Garage
- King Performing Arts Center Program and Design

EDUCATION

- Bachelor of Architecture, University of Oklahoma, 1978
- Bachelor of Science in Environmental Design, University of Oklahoma, 1977

PROFESSIONAL AFFILIATIONS

- Denver Country Club Neighborhood Committee Member, Chair, and Design Review Board
- Santa Fe B.I.D. Chairman
- Licensed Architect



PHOTOGRAPH BY KATHLEEN LITTLE



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