

MEMORANDUM – WEST COLFAX AVENUE BUSINESS IMPROVEMENT DISTRICT

TO:	City Council
FROM:	Office of Boards & Commissions
DATE:	8/15/2025
PURPOSE:	Appointments & Reappointments for West Colfax Avenue Business Improvement District
PROCESS:	City Council Confirmation

Purpose:

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. The West Colfax Business Improvement District seeks to revitalize West Colfax Avenue as Denver's sustainable Main Street by promoting larger-scale investment through land assembly and sustainable redevelopment, retail support and recruitment, and sponsoring improvements to the ROW that encourage pedestrian usage and multi-modal transportation.

Appointment Process:

The Mayor appoints 5 members and City Council confirms for terms of 3 years.

Appointment Candidate:

Term: 09/01/2025 – 08/31/2028 or until a successor is duly appointed



Travis Young (he/him)

Owner/Barber, Prospect Trail Babershop

Raised in Grand Junction, Colorado, Travis moved to Denver in 2006 after graduating high school, and attended MSU Denver for two years before enlisting in the U.S. Army as an infantryman. In 2008, he completed both Ranger and Airborne School, deploying to Afghanistan in 2009. Rising to the rank of E-6 Squad Leader, Travis transitioned to the Colorado National Guard in 2011. Following his military service, he pursued his passion for barbering, attending barber school in Salt Lake City before returning to Denver in 2012. After working as a barber for several years, Travis became a part owner of Prospect Trail Barbershop in June 2020. In 2022, he expanded the business by opening a second location on West Colfax Ave and Tennyson St, continuing his commitment to providing quality grooming services to the Denver community.

Reappointment Candidate:

Term: 09/01/2025 – 08/31/2028 or until a successor is duly appointed



Tomas DeFrancia (he/him)

*CEO, RovR Products /
BID Secretary*

Tomas DeFrancia is the founder and CEO of RovR Products. He has an entrepreneurial spirit which has been integral in building brands in the fields of television, cinema, solar energy and health. He has a background in media/marketing and product design, and a track record of success. Prior to RovR, he was a founder/partner in Alamo Drafthouse and spearheaded the cinema development project at Sloans Lake. Tommy is constantly exploring how products can better support an active outdoor lifestyle. He created RovR to make gathering in the outdoors with friends and family easier and has since won many awards recognizing product excellence. He has secured seven patents for the RollR and one for the newest product, the KeepR. Tommy earned his BFA at the University of Colorado.

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Rene Doubleday (she/her)

*Project Manager, RD
Consulting*

Rene Doubleday is a serial project manager and communications professional. She currently helps facilitate construction projects for Generator Development, including Little Man Ice Cream in Denver. Prior to Generator, Rene spent 15 years at a full-service advertising agency, working with organizations such as St. Anthony Hospitals, Bellco Credit Union, Central City, and Western Union to name a few. With her work at St. Anthony's Hospitals, Rene had a first-hand view of the transformation on West Colfax. Since that time, she has become part owner of a commercial property on West Colfax and is working to redevelop two buildings on that corridor. A Colorado native, she graduated cum laude from the University of Denver with a BA in Mass Communications.

Term: 09/01/2025 – 08/31/2028 or until a successor is duly appointed



Jennifer Sevcik (she/her)

*Owner, Colfax Collective /
Area Sales Manager,
Orthofix | BID President*

Through her trio of businesses, known as the Colfax Collective, Jennifer brings an eclectic mix of beauty, wellness, and relaxation to the area. Located near Sloan's Lake, her businesses include Side Pony, a coffee shop and bar; Duality, a wellness gym; and Original Glam, a med spa and IV lounge that's quickly becoming a must-visit destination for beauty and self-care.

Term: 09/01/2025 – 08/31/2028 or until a successor is duly appointed



Dennis Gonzalez (he/him)

*Owner, Aconcagua
Investments LLC | Property
Owner | BID Treasurer*

Owner, Aconcagua Investments LLC. Property owner and manager for three real estate holding companies that own and manage 28 units.

