



**CITY AND COUNTY OF DENVER**  
**PRIVILEGED AND CONFIDENTIAL WORK PRODUCT**

Michael B. Hancock  
Mayor

To: Mayor Michael B. Hancock  
From: Romaine Pacheco, Director  
Date: November 18, 20220

**BOARD:** RiNo Business Improvement District

POC: Adrienne Villa

**BACKGROUND:**

Members – 7  
Terms – 3 Yrs.  
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

**RECOMMENDATIONS**

Diana Merkel, Denver (F)(C) to serve as a property owner in the district for a term expiring June 20, 2025, reappointed;

Tom Kiler, Denver (M)(C) to serve as a property owner in the district for a term expiring June 20, 2026, appointed;

Jevon Taylor, Denver (M)(AA) to service as a business owner in the district for a term expiring June 20, 2027, appointed;

Obadiah Ariss, Denver (Two or More Races) to serve as a business owner in the district for a term expiring June 20, 2027, appointed;

Adam Larkey, Denver (M)(C) to serve as an owner's representative in the district for a term expiring June 20, 2027, appointed.

**ACTION NEEDED:**

Reappoint Merkel

Appoint Kiler, Taylor, Ariss, and Larkey  
Please provide additional candidates to consider.



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## BAC-8098

### Contact Information

<b>Contact Name</b>	Diana Merkel	<b>Home Address</b>	2921 Walnut Street
<b>Preferred Phone</b>	3038750401	<b>Home City</b>	Denver
<b>Preferred Email</b>	diana@ps.design	<b>Home State</b>	CO
<b>Other Phone</b>		<b>Home Zip</b>	80205
<b>Other Email</b>		<b>County</b>	Denver
<b>DOB</b>	[REDACTED]	<b>Hispanic or Latino origin or Descent?</b>	No
<b>SSN</b>	[REDACTED]	<b>Race/Ethnicity</b>	Caucasian
<b>Gender</b>	Female	<b>Other Ethnicity</b>	
<b>Other Gender</b>		<b>Salutation</b>	Mrs.

### Board Information

<b>Board Name</b>	RiNo 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>	Self	<b>Work Address</b>	2921 Walnut Street
<b>Position</b>	Owner / Creative Director	<b>Work City</b>	Denver
<b>Business Phone #</b>	3038750401	<b>Work State</b>	CO
<b>Work Email</b>	diana@ps.design	<b>Work Zip</b>	80205

### 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>	9		

### Education and General Qualifications

<b>Name of High School</b>	Franklin Delano Roosevelt	<b>Name of Graduate School</b>	
<b>Location of High School</b>	Hyde Park, New York	<b>Location of Graduate School</b>	
<b># of Years Attended High school</b>	4	<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** Colorado State University  
**Location of College** Ft. Collins, Colorado  
**# of Years Attended College** 2  
**Did you Graduate College** Yes  
**Undergrad Major** BFA w/ Concentration in Graphic Design

Reference Details

**Reference Name #1** Meghan Howes **Reference Email #1** mshowes@gmail.com  
**Reference Phone #1** 3037269177 **Reference Address #1** 3235 Vine

**Reference Name #2** Jason Zumbrunnen **Reference Email #2** jzumbrunnen@ratiobeerworks.com  
**Reference Phone #2** 3102669264 **Reference Address #2** 2921 Larimer

**Reference Name #3** Tracy Weil **Reference Email #3** tracy@rinoartsdistrict.org  
**Reference Phone #3** 3039137508 **Reference Address #3** Chestnut Street

**Agree to a background check**

**Owner** Romaine Pacheco

**Created By** Denver Integration, 5/11/2022 11:03 AM

**Last Modified By** Denver Integration, 5/11/2022 11:03 AM

Notes & Attachments

Diana Merkel\_Bio.pdf

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**Type** Attachment  
**Last Modified** Denver Integration  
**Description**

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Diana has over 15 years of experience as owner and creative director of PS.Design. Her passion lies in creating strong relationships with clients that goes beyond meeting deadlines and doing great work—she feels that building a deep understanding of goals, pain points and brand culture all with a sense of humor and “we’re in it together-ness” are key to any projects success.

Diana hosts zero commission First Friday art shows (during Non-Covid times), and has moderated BUZZ ('13-'16), a monthly AIGA event that gathered independent designers to network and talk about business, design, and inspiration. She is also a member of the RiNo BID Board, and seeks to promote a culture of equity and creativity in the neighborhood at every opportunity.

PS has been building brands and working through brand strategies since 2002. Their primary focus is on strategy, creation and implementation of brand touchpoints for both print and digital. A studio and workshop at the RiNo warehouse enables PS to continue to grow as both brand and design experts as well as hands-on makers.

PinkShag often collaborates with Signal-to-Noise Media Labs and Merkel Acoustics to contribute to the finer arts of creative coding, sculpture and mural work throughout Denver.



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## BAC-6169

### Contact Information

<b>Contact Name</b>	Tom Klier	<b>Home Address</b>	428 Gilpin Street
<b>Preferred Phone</b>	202-360-3337	<b>Home City</b>	Denver
<b>Preferred Email</b>	tklier@edens.com	<b>Home State</b>	CO
<b>Other Phone</b>		<b>Home Zip</b>	80218
<b>Other Email</b>		<b>County</b>	Denver
<b>DOB</b>	[REDACTED]	<b>Race/Ethnicity</b>	Caucasian
<b>SSN</b>	[REDACTED]	<b>Salutation</b>	
<b>Party Affiliation</b>		<b>First Name</b>	Tom
<b>Gender</b>	Male	<b>Middle Name</b>	
<b>Other Gender</b>		<b>Last Name</b>	Klier

### Board information

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

### Work Information

<b>Employer</b>	EDENS	<b>Work Address</b>	2700 Larimer St, Unit B
<b>Position</b>	Managing Director	<b>Work City</b>	Denver
<b>Business Phone #</b>	720-785-5612	<b>Work State</b>	CO
		<b>Work Zip</b>	80205

### Additional Information

<b>Are you a registered voter?</b>	Yes	<b>Other Ethnicity</b>	
<b>If so, what county?</b>	Denver	<b>Objection to appointment?</b>	No
<b>Denver City Council District No</b>	9	<b>Special Information</b>	

### Education and General Qualifications

<b>Name of High School</b>	North Carroll High School	<b>Name of Graduate School</b>	Business School
<b>Location of High</b>	Hampstead, MD	<b>Location of Graduate</b>	University of North Carolina - Chapel Hill

**School**

**# of Years Attended High school** 4

**Did you Graduate High School** Yes

**Name of College** Harvard University

**Location of College** Cambridge, MA

**# of Years Attended College** 4

**Did you Graduate College** Yes

**Undergrad Major** Economics

**School**

**# of Years Attended Graduate School** 2

**Did you Graduate** Yes

**Graduate Major** Real Estate

### Reference Details

**Reference Name #1** Tracy Weil

**Reference Phone #1** 303-913-7508

**Reference Email #1** tracy@rinoartdistrict.org

**Reference Address #1**

**Reference Name #2** Andrew Feinstein

**Reference Phone #2** 310-266-7202

**Reference Email #2** afeinstein@exdomanagement.com

**Reference Address #2**

**Reference Name #3** Albus Brooks

**Reference Phone #3** 720-220-4632

**Reference Email #3** albus.brooks@milenderwhite.com

**Reference Address #3**

**Agree to a background check**

**Owner** Denver Integration

**Created By** Denver Integration, 5/15/2020 12:21 PM

**Last Modified By** Denver Integration, 5/15/2020 12:21 PM

### Notes & Attachments

**Tom Kiler Bio.pdf**

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**Type** Attachment

**Last Modified** Denver Integration

**Description**

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**ABOUT EDENS/PEOPLE**

# Tom Kiler

## Managing Director

<https://edens.com/people/tom-kiler/>

Tom Kiler serves as Managing Director for EDENS where he oversees the acquisition, development and operations within the Western region. Under Tom's leadership, the Western region's portfolio encompasses over 3M square feet of retail in the Denver, Houston, Dallas, and Austin markets.

Tom has led the Western region team in the execution of over 750,000 square feet of redevelopment and recently acquired over 140,000 square feet within Denver's RiNo (River North) neighborhood.

Prior to this role, Tom was Vice President of Development where he led development at Mosaic, a 31-acre, 2M square foot district in Fairfax, VA. The Mosaic team transformed underutilized, industrial land into a premier mixed-use development, focused on connecting the wider community.

Tom holds a BA in Economics from Harvard University and an MBA with a concentration in Real Estate from the University of North Carolina at Chapel Hill. He is a LEED AP with the U.S. Green Building Council, an active member in the Downtown Denver Partnership, Urban Land Institute and The Nature Conservancy and a board member of the Uptown Houston District.

Tom was born outside Baltimore, Maryland and now lives in Denver with his wife and two daughters. He is an avid outdoorsman who has summited both Mt. Rainier and Mt. Kilimanjaro and was inducted into the Maryland State Wrestling Hall of Fame in 2013.



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## BAC-7038

### Contact Information

Contact Name	Jevon Taylor	Home Address	19548 E. 40th Pl.
Preferred Phone	7202124972	Home City	Denver
Preferred Email	jevontaylor@falseego.eco	Home State	CO
Other Phone		Home Zip	80249
Other Email	jevontaylor@falseego.eco	County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	African American
Gender	Male	Other Ethnicity	
Other Gender		Salutation	

### Board Information

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

### Work Information

Employer	False Ego	Work Address	2650 Walnut St.
Position	Founder/CEO	Work City	Denver
Business Phone #	7202124972	Work State	CO
Work Email	jevontaylor@falseego.eco	Work Zip	80205

### 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	George Washington High School	Name of Graduate School	
Location of High School	Denver, 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** Emporia State University  
**Location of College** Emporia, KS  
**# of Years Attended College** 4  
**Did you Graduate College** Yes  
**Undergrad Major** Health Promotion

**Reference Details**

<b>Reference Name #1</b>	Tom Kiler	<b>Reference Email #1</b>	tkiler@edens.com
<b>Reference Phone #1</b>	2023603337	<b>Reference Address #1</b>	2700 Larimer Street, Suite B
<b>Reference Name #2</b>	Christa Nenaber	<b>Reference Email #2</b>	christa.nenaber@patagonia.com
<b>Reference Phone #2</b>	9704209627	<b>Reference Address #2</b>	2600 Walnut St.
<b>Reference Name #3</b>	Benhur Desta	<b>Reference Email #3</b>	benhur@falseego.eco
<b>Reference Phone #3</b>	7209809311	<b>Reference Address #3</b>	2650 Walnut St.

**Agree to a background check**

**Owner** Romaine Pacheco

**Created By** Denver Integration, 2/18/2021 12:41 PM  
**Last Modified By** Denver Integration, 2/18/2021 12:41 PM

**Notes & Attachments**

**Resume.pdf**

**Type Attachment**

**Last Modified** Denver Integration

**Description**

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# JEVON TAYLOR

DENVER, COLORADO

## CONTACT DETAILS

Mobile: 720-212-4972

Email: jevontaylor@falseego.eco

Website: www.falseego.eco

## EXECUTIVE PROFILE

I am the founder of a Denver, CO based Eco-friendly apparel brand, currently expanding my skills in community development projects, marketing, Urban Agriculture, and Graphic Design. My work has been featured in both local and national publications and I am currently looking to further expand my impact with future endeavors.

## AREAS OF EXPERTISE

- Art and Design
- Digital Graphics
- Social Media Marketing
- Event Coordination
- Community Outreach
- Research
- Communication
- Web Design
- Designs for Advertisements

## MAIN INTERESTS

- Graphic Design
- Digital Marketing
- Urban Farming
- Community Events
- Leadership Committees
- Architecture
- Environmental science

## PROFESSIONAL HISTORY

### FOUNDER/CEO

False Ego (Denver, CO) | April 2018 - Present

### R.E.A.C.H FACILITATOR/AMBASSADOR

REACH Conference- Gala (Denver, CO) | October 2019 - Present

- Coordinate Leadership Committees
- Curriculum Development
- Facilitate Corporate DEI workshops

### FARM ASSISTANT

- Frontline Farming (Denver, CO) | May 2019 - August 2020  
- MHCD Dahlia Campus

- Harvest Produce
- Coordinate Farm Stands in local food deserts
- Record Produce Inventory
- Site Management
- Community Outreach

### WELLNESS COORDINATOR INTERN

GPV (Wichita, KS) | April 2017 - August 2017

- Coordinate/Market Company wide Health Fairs
- Facilitate On-site Fitness programs
- Coordinate & Present Lunch & learn presentations

## EDUCATION HISTORY

### EMPORIA STATE UNIVERSITY

BA Health Promotion | 1st Generation Grad

- 4 year Student -Athlete (Basketball)
- Team Captain
- SAAC ( Student-Athlete Advisory Committee) Representative
- Diversity & Inclusion Ambassador
- Green Club Vice president

### GEORGE WASHINGTON HIGH SCHOOL

Denver, CO 2009-2013

- Student-Athlete 2009-2013
- Honor Roll student 2009,2011-2013



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## BAC-7682

### Contact Information

<b>Contact Name</b>	Obadiah Ariss	<b>Home Address</b>	1630 Clarkson Street
<b>Preferred Phone</b>	3039171106	<b>Home City</b>	Denver
<b>Preferred Email</b>	obe@thepreservery.com	<b>Home State</b>	CO
<b>Other Phone</b>		<b>Home Zip</b>	80218
<b>Other Email</b>		<b>County</b>	Denver
<b>DOB</b>	[REDACTED]	<b>Hispanic or Latino origin or Descent?</b>	No
<b>SSN</b>	[REDACTED]	<b>Race/Ethnicity</b>	Two or more races
<b>Gender</b>	Male	<b>Other Ethnicity</b>	
<b>Other Gender</b>		<b>Salutation</b>	Dr.

### Board Information

<b>Board Name</b>	RINo 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>	The Preservery	<b>Work Address</b>	3040 Blake St. #101
<b>Position</b>	Co-Owner	<b>Work City</b>	Denver
<b>Business Phone #</b>	3032986821	<b>Work State</b>	CO
<b>Work Email</b>	obe@thepreservery.com	<b>Work Zip</b>	80205

### Additional Information

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

### Education and General Qualifications

<b>Name of High School</b>	Orangeville District Secondary School	<b>Name of Graduate School</b>	University of Colorado
<b>Location of High School</b>	Orangeville, Ontario, Canada	<b>Location of Graduate School</b>	Boulder, Colorado, USA
<b># of Years Attended High school</b>	4	<b># of Years Attended Graduate School</b>	6
<b>Did you Graduate</b>	Yes	<b>Did you Graduate</b>	Yes

High School

Graduate Major Music Performance

Name of College Royal Conservatory of Music  
 Location of College Toronto, Ontario, Canada  
 # of Years Attended College 4  
 Did you Graduate College Yes  
 Undergrad Major Music Performance

**Reference Details**

Reference Name #1	Shawn Coleman	Reference Email #1	slcbdc@gmail.com
Reference Phone #1	720-839-1560	Reference Address #1	3250 O'Neal Circle, #A23, Boulder, CO 80301
Reference Name #2	Marcin Biegunaytis	Reference Email #2	marcin@manmademedia.net
Reference Phone #2	720-261-2271	Reference Address #2	3069 Albion Street, Denver, CO 80207
Reference Name #3	Suzy Schutz	Reference Email #3	sschutz@apisbusinesssolutions.com
Reference Phone #3	303-886-5945	Reference Address #3	2000 South Corona Street, Denver, CO, 80210

Agree to a background check

Owner Romaine Pacheco

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**Notes & Attachments**

Obe Ariss, Biography.docx

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**Obe Ariss**  
**Co-Owner, The Preservery**

Known also as Obadiah to his mother and anybody reading his driver license. Originally hailing from the beautiful city of Toronto, Obe is a doctor of music, an accomplished pianist, business entrepreneur, non-profit expert with over a decade of development experience, student of baking and cooking, and lover of whiskey. Oh, and if you are ever looking for somebody who has encyclopedic knowledge of all things automotive, here's your guy! (Follow him @iwouldbuythisride on Instagram or TikTok.) His Czech-born mom and Lebanese dad instilled in him an adventurous, even fearless palate along with a deep appreciation for anything flavored with lots of garlic and lemon juice and drizzled with a ton of olive oil.



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## BAC-7681

### Contact Information

<b>Contact Name</b>	Adam Larkey	<b>Home Address</b>	2805 East 9th Avenue
<b>Preferred Phone</b>	720-440-1019	<b>Home City</b>	Denver
<b>Preferred Email</b>	adam@zeppelinplaces.com	<b>Home State</b>	CO
<b>Other Phone</b>		<b>Home Zip</b>	80206
<b>Other Email</b>	adamlarkey@gmail.com	<b>County</b>	Denver
<b>DOB</b>	[REDACTED]	<b>Hispanic or Latino origin or Descent?</b>	No
<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>	RINo 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>	Zeppelin Development	<b>Work Address</b>	3455 Ringsby Court, #100
<b>Position</b>	Director of Sales and Leasing	<b>Work City</b>	Denver
<b>Business Phone #</b>	7204401019	<b>Work State</b>	CO
<b>Work Email</b>	adam@zeppelinplaces.com	<b>Work Zip</b>	80216

### 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>	Park School	<b>Name of Graduate School</b>	
<b>Location of High School</b>	Baltimore, MD	<b>Location of Graduate School</b>	
<b># of Years Attended High school</b>	4	<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 Connecticut College  
 Location of College New London, CT  
 # of Years Attended College 4  
 Did you Graduate College Yes  
 Undergrad Major Government

## Reference Details

Reference Name #1	David McMurtry	Reference Email #1	mcmurtryd@gmail.com
Reference Phone #1	303-968-4748	Reference Address #1	2215 S. Columbine St., Denver
Reference Name #2	John Martin	Reference Email #2	john.louis.martin@gmail.com
Reference Phone #2	919-669-9650	Reference Address #2	2626 Stout St. Denver
Reference Name #3	Kirsten Blake	Reference Email #3	kirsten@chapterbe.com
Reference Phone #3	202-276-3203	Reference Address #3	2351 Federal Blvd. #205 Denver
Agree to a background check	<input checked="" type="checkbox"/>		

Owner Romaine Pacheco

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## Notes &amp; Attachments

**ADAM LARKEY - Biography.docx**

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Description

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# **ADAM LARKEY**

## **Biography**

As the Director of Sales and Leasing for Zeppelin Development, Adam spearheads all the commercial leasing, acquisitions and dispositions for the company and has successfully closed over 250 transactions in the 4 years with the company. Highlights include Alterra Mountain Company's lease at Zeppelin Station, multiple expansions for Brandfolder, acquiring a 2.5 acre site for the first A Frame Club in Winter Park and the purchase of the historic Western Hotel and Saloon in Ouray, Colorado.

Prior to joining the Zeppelin team, he worked as a commercial broker in Broad Street Realty's Denver office. He specialized in Sales and both Tenant and Landlord. Transaction he was most proud of was helping a Goddard School franchisee secure a building in Sunnyside, working with Copper Door Coffee and Roasters, Haykin Ciders and Downpours coffee. But Adam started his real estate career as a Realtor at Dwell Denver.

Before relocating to Denver, Adam worked as a professional photographer at ABC / Disney in Los Angeles, photographing projects such as Dancing with the Stars, the Oscars, General Hospital and High School Musical 2.

Along with his partner Stephanie, their daughter Charlotte and puppy Cookie make sure things don't get too boring.