



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

Held: Tuesday, May 21, 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

Andrea Barela - BOD
Rusty Brown - BOD
Tom McLagan - BOD
Lindi Stinton - BOD
Jackie Bouvier -ED

Community Members Present

John Van Wyck - jvanwyck@gmail.com -Cine Fe
Mitch Dickman - mitch@listenproductions.com - Listen Productions
Amanda Hardin - amanda5280hardin@gmail.com - La Alma
Gaby Serrado - gabriella.arismendi@denvergov.org - CCD
Kelly Plefka - kplefka@denverlibrary.org - Denver Library

March Minute Approval

April board minutes were reviewed and approved. Approval of minutes was motioned by and Tom McLagan seconded by Rusty Brown, all were in favor. This happened once Lindi arrived and we reached quorum.

Guests Introductions:

Due to not having quorum we went ahead and started with introductions. See above for guests names and emails.

- John and Mitch - Film productions located at 652 Santa Fe starting on a non-profit collective to have the community come and gather and ideally where the film industry

can come together. Open July 1st. They wanted to be allies and neighbors and supporters of the neighborhoods.

- Amanda Hardin - As of May 22 is the new President and she will start building a team that will start supporting local businesses
- Gaby Serrado - Update and shared that she will have a name change due to an almost finalized divorce. PM for Santa Fe streetscape.
- Kelly with the library

NOTE: After the introductions we still did not have a quorum so Andrea went ahead and skipped over it and shared about the August First Friday Committee meeting. Gabby had to leave by 4pm. But we decided to wait for her update until we had a quorum.

August First Friday Committee Meeting update

Theme: Sweet Sixteen

The most recent meeting was the committee working with the August First Friday event production. Andrea was present over the phone and Jackie was physically present as well as Grace, Shaina and Kerrena.

Andrea shared that we will be closing down the 6,7 and 8th block on Santa Fe. We are still thinking about closing other streets. Not sure if it is really needed. We want Farmers market type vendors, not artist. We don't want to compete with our own vendors.

- 9th ave will be closed from alley to alley
- 8th ave will have to be open
- 7th ave will be shut down from alley to alley

There does have to be a lane of traffic on Santa Fe Drive that turns on 600 block that turns on to 7th ave. But between that and utilization of the Newsed parking lot on the parking lot on the south side of Su teatro should provide enough space. The need is not seen to shut down the 10th hundred block. We don't know who would be in that space and Andrea would advocate that they don't shut that down.

- Shut Down: 6th Ave to 10th Ave
- Time of Shut down: 6:00 PM (takes 30-45 minutes to put down the barricades) until midnight
- Event starts when they put down the barricades.
- Expenses: we are not going to pull liquor license, not selling it on the streets.
- Insurance: should be relatively cheap.
- Security: Not much would we needed, they would focus on vendors that shouldn't be there.
- Sponsors: Trying to sell food truck spaces for \$150 each the non- food probably around \$75 and non-profits \$50. Very affordable! Try to get the hard cost of the event covered.
- Cleaning: Andrea said next meeting we will have a budget to show hard costs.

BID/Art District Task Force Update

Andrea said that we started several months ago, the initiative of exploring the possibility of bringing the BID and Art district together. A good example is 40 west and it is a mission that we have started a task force for.

Jackie update:

- Strategies: Shaina and Jackie working on obtaining a grant for \$7,500 that will pay for the strategic process for coming together as the BID and Art District. We are in need of a good consultant for this strategic process. We are working on a one page proposal. The grant will be given to us from the Arts and Venues through Lisa G. This is money that currently exists in her budget and is ready to be given to us.
- We will schedule a meeting with Bill Merino that will help us understand how they work and maybe he may know of a consultant that can help us.
- Task Force will continue on the path and we will have an opportunity to meet. No match mentioned as of now. But it is hopefully straight up money we can have.
- Anyone is welcome to be part of the task force. We will meet once a month.
- We don't know how we will operate, the purpose of this plan is so that we all understand how we are going to work together. But we are not sure how this will look yet.

Andrea talked with Elvis Rubio, he is the program officer for Newsed at the office of economic development. He mentioned that there might be a fund out there or potential loans that the BID can apply for to help with economic initiatives for supporting small businesses that want to stay in West Denver. We had business support back in the days, no longer exists. But because we are so maintenance driven we don't have the opportunity to fund that. If there is funding it can make Jackie's position a full time position and also have monies available to help fund the organization and maybe both entities. These are some ideas, but he hinted that this might be available next round in October. Usually they award yearly and extend a second year as long as you meet your goals. This is something to think about and apply for typically CDBG grants from the city \$75,000 to \$100,000. This is something to think about. All of this work done for this collaboration can be written in to that grant.

- New Special Events regulations coming in 2020. We must have an events regulation plan and we must be prepared. Emergency plan, paramedic plan, crisis communication plan and road map. Grace requested a map. This is specifically for special events. We want to be ahead of the curve and have this prepared this August. Police would be involved with crisis plan that Grace is working on.

Streetscape Project May Update

Gaby Serrado

- 4th Stakeholder meeting was held
- General updates:
 - Internally to conduct more traffic modeling to see what the impact of taking up a lane will do to traffic. Specifically RTD buses.
 - Enhance traffic system which mean going to a 15 minute bus service in the future. SO we must plan to continue with the momentum.
 - Add intersections and how to make buses skip line and punch through intersection.

- Build a network and plug in numbers
- Meanwhile we run that we can continue with the design of what happens in between those blocks. This is where we are at.
- After Stakeholders meetings and first Friday's pop ups she showed what everybody's priorities are for the in between elements.
- Was a preliminary traffic study done? Yes, preliminary but only on Santa Fe 6, 8 and Colfax. Only in the major's streets. Galapago and Inca included. They have already ran the basic traffic model.
- How is it going to impact the community? We need to encourage the happy people to support the project. Let us know what ways we can get this done?
- What do they want in the in between blocks?
 - Number one: Street Art (Intersection murals or what will happen within the street art)
 - Number two: Parklets, wider sidewalks
 - Public seating
 - Planting

These are the ones that got the most amount of votes. Gabby brought in copies of her information and models. Our project had \$500,00. That was our starting line. \$200,000 planned towards the consulting fee. The original modeling requested and pushing consultants until next year is at an additional \$106,000 that at this point and time needs to be taken of the remaining. Worst case scenario we have around \$200,000 to play with. Gaby is working internally to supplement. She believes they will supplement that. Worst case we have \$200,000 BEST case we have \$300,000 left to play with.

The design sheet you see: The city does not maintain fancy stuff, they are good at white lines and khaki paint. White paint, khaki paint and post is what we do. Approximate cost is at about \$100,00 for the entire quarter 8th to 14th avenue. They will also maintain it because it is very simple. The next level is where the conversation needs to take place. Because it is more fancy and agreements and operations need to be implemented to maintain it. Gaby showed us three concepts, those that she shared with Stakeholders. So the question is how do we want to sprinkle these ideas throughout the corridor and what do we want it to look like?

There are primary locations: 8th hundred blocks and 9th hundred blocks are pretty heavily utilized. The 13th hundred block as well because there is a highly utilized bus stop. Obviously, 7th hundred block too. But the study starts at 8th avenue. How would you like to do this?

- Concept number one: All of our eggs in the first two blocks basket? Nicer deck and bigger planting high end elements strictly on two blocks and supplement that with the art components on the other blocks.
- Concept number two: Maybe more in every block but not as fancy, basic deck and smaller scale planting but in every block.
- Concept number three: Is even smaller scale definitely sprinkle two or three in every block and use concepts that are not as expensive simply basic elements

Concept number three won the votes. The team is building the survey so that everyone including businesses get to vote. Trade off, we do have a homeless situation so having

permanent benches is not looked at fondly. But if they are removable benches somebody has to pick them up daily and plants need maintenance as well. So all of this needs to be taken in to consideration. The BID needs to agree to the maintenance and the BID and city has final say because it will cost money.

Gaby:

- The baseline model is all Gaby.
- There is a potential of combining a few concepts.
- There are different options including what “sprinkle” really means
- Limited budget and different options

Amanda mentioned that we can rally people on Santa Fe to see if they want more and they can maintain it.

Gaby:

- The negative effect of having it sprinkled is that not everyone gets it
- We have a ticking clock of two years (at least one year)
- No one can hesitate and complain on how the money was spent (wisely or not)

Amanda thinks that if it sprinkled some people will be upset that they didn't get it as property owners. Some people got cool stuff and their space is still vacant. So the blocks need to be activated.

Gaby:

- We need to prove to everyone that this is a good investment

What data do you try and collect and how often and what will influence if we move ahead or not?

Gaby: This is data that will be activated when the pilot project is active

- Vehicle traffic counts for Santa Fe and side streets
- Bicycle and pedestrian movements EAST, WEST
- Pedestrian partnering with walk denver to get count (they volunteered to lend counter)
- Vacancy sales tax and revenues on the corridor, sort of a baseline comparison to easily acquire
- If there is a way to partner with BID or different businesses as to how much they made this year and compare to next year. Because that is data that we can't collect
- The data collected now will be used when pilot project is activated.
- Track economic vitality
- Track comfort level, qualitative data
- People that choose to walk during non peak or event hours.
- Vacancies as well to track the success of the project

The talk was about safety and the discussion was broad and it included the images provided by Gaby to show the pilot project possibilities.

Andrea Idea: Call for artists and it will activate things for this segmented areas that will engage the community to use more economic vitality. Partition it out to where all areas are getting some sort of attention.

Gaby thinks the BID should take a vote as to what will be the best choice. June 7th pop up at Cat's place/shop. New location and more space.

Amanda has the idea of selling each block or side of the street. Like a block sponsorship of what each block would do but it can't be branded.

Andrea's idea was: But if a company sponsors a block there can't be branding on the street but there can be banner sponsorships. The discussion between Amanda and Andrea went on to brainstorm on ways to get the block's sponsors and use the money to pay artists.

Gaby:

- Final Date deadline needs to be completed by the end of the year
- In three months the traffic model should be completed
- By March of next year they need to know which blocks need to have art and pain etc..
- The BID needs to strategically look at all of the blocks and have a discussion as to what will go where and what each block will have
- Need to be ready to go in to construction by March of next year
- 6 months they can collect data and see change
- Depending on what happens here it can push to the summer depending on that standard pattern of behavior
- After a year the pilot project has never been taken down before
- By 2021 we must be ready so that it doesn't push us to October

What would be the best way to grab everyone's attention and information, because not everyone attends the Stakeholders meeting. We need to make sure they understand that this is beneficial to everyone.

Amanda wants to be the chair/block captain and loop every business owner and provide information and give them a seat at the table and get their input one on one. This must be a unified project.

Andrea feels that we must decide first before we go to the corridor and show the plans.

In conclusion:

- Process for next meeting we need to have a plan showing only the khaki style paint only on every block and what that would look like. This will be a canvas to work from.
- Tables and chairs is public seating, not an extension of the business
- Provide a limited base line of what the city will provide. The BID Board decides what each block will get. Then we open it up to providing the owners to obtain ownership of their area.
- Board decides on a concept
- Gaby to hold a meeting specially for this
- Then go out to businesses and ask how they want to contribute
- The question was where to access the physical plan or to have it online

- Gaby will check with their programs and subscriptions to get input and provide the opportunity for others to see it. At Semple building or VOA
- The option can be to have it on both online and in a physical manner
- Amanda can also take the plan to each owner on each block and make sure they have an opportunity to see it
- Change lights from blue to white
- \$10,000 has been allocated towards hiring an artist or artists to paint specific component designs.
- Gaby will bring baseline design to the next BID meeting
- Additional meeting to choose the best model to share with stakeholders
- Gaby will not bring the design to the June first friday
- Have it public ready for July first friday

Minutes were approved at this point

Jackie and Andrea Update

Jackie and Andrea meeting quite a bit and going over what the position will entail. Met with CSG to do the Spring plan. Turn on the irrigation and make sure there aren't any leaks. Graffiti clean up. Tree wells and bump outs. Match the bump out paints, power wash all part of their contract. Anything special above and beyond that would be additional money. For example, gravel work would be above and beyond. Owners are free to adopt their bump out and plant it and water it. CSG brought up a proposal for ash boxes/cigarette receptacles. Best place to put these would be by bump outs. We didn't agree on these since they thought that they were cheap and might not work. Lindi has much more attractive ones that are heavy duty that cost \$500 each. These cheap ones would continually be replaced. Ask CSG to do more research as to what works best in other places, like 16th street mall. Go back to the drawing board on this. Met with the accountant and have a bill pay system and get them paid. Jackie is still setting up the system.

Jackie's report:

Received a call from George Lim a good conversation on branding and logo "new logo". Went over all of the different meetings and people she has met. Jackie went to May 8th Art District board meeting. CCI in Salida, Colorado was informative and she brought back connections and new ways to operate administratively and use their resources as in data and social media. The idea of recording business owners stories would be great for social media ad a great idea to get to know everyone on the corridor and learn their stories. District one Citizens group update for more information go to:

<https://www.denvergov.org/content/denvergov/en/police-department/police-stations/district-1-station-nw-.html>

District 1 CAG meetings are held at 6PM on the 3rd Monday of each month at the district station (excluding holidays). If you would like an ASL interpreter, please

email us at 1.Dist@denvergov.org at least three business days prior to the meeting. Meeting reminders are posted on Nextdoor.com.

Old Business

The banners are up

Snapped branches - Need to communicate to CSG about it

Meeting Adjourned

5:02 pm

Next Meeting

Tuesday, July 16, at 3:00 pm – Semple Brown, 1160 Santa Fe Drive