

RECORD OF PROCEEDINGS
MINUTES OF THE MEETING
OF THE BOARD OF DIRECTORS OF
KEEP RINO WILD (KRW)

HELD:

Tuesday, January 17, 2023, at 9:00 am, Westfield Office

ATTENDANCE:

The meeting of the Board of Directors of the Keep RiNo Wild was called and held as shown above with the following directors present and acting:

Anne Hayes
Sonia Danielsen
Tracy Weil
Jayne Buck
Brett Fedrizzi
Liz Adams

Also, in attendance: Diana Merkel, Gerald Horner, and Bernard Hurley of the RiNo Art District Board; Charity Von Guinness, John Deffenbaugh, and Alye Sharp, and Dori Suess of the RiNo Art District and Dori Suess.

CALL TO ORDER:

Director Danielsen, RAD Board Chair, called the combined RiNo Art District and Keep RiNo Wild board meeting to order.

DENVER WALLS PRESENTATION:

Ms. Von Guinness noted that there were some problems with the CRUSH model, including not paying artists fairly. Ms. Ally Grimm will be here to present; she wants to do the festival in RiNo and will be presenting her model. She already has incredible artists selected and onboard.

Denver Walls is a part of Worldwide Walls - 10 day festival. A 501c3. Focus on creating a diverse lineup, including opportunities for youth. Denver would be the 19th city on the roster worldwide.

Benefits include intentional curation and transparency, access to international partners, largest mural festival in the world (Worldwide Walls as a whole).

RECORD OF PROCEEDINGS

January 17, 2023

Page 2

She wants to take local sponsorships to the next level by creating value for the community; for instance, partnering with Be A Good Person to do the merch. Also working with NTRK app so artists can do 'drops' on there to be seen internationally.

She said technology is a big part of this; Ms. Grimm created the first augmented reality mural in Denver. There is a scavenger hunt element to this, to go engage physically with the art and with businesses. For instance, could place an augmented reality sculpture inside of Crema, and if you find it, you get 10% off your order.

There will also be a workshop element with art and business workshops for artists, as well as opportunities to give computers and Adobe software to underprivileged kids.

Community events will mostly be in the last four days, most of the ten days will be for painting.

Budget goal is \$500K, with the main goal being fair wages for artists and staff.

Director Danielsen asked about how long they are contracted with Worldwide Walls, to which Ms. Grimm said it would go indefinitely as long as they continue putting on a good festival. Director Hurley asked about her experience, to which Ms. Grill said she is run other kinds of festivals and a record label in the past, but not a mural festival. Director Danielsen asked about how many walls, to which Ms. Grimm said her goal is fifteen spread out throughout the district.

Ms. Grimm said the ask for RiNo is \$250,000. That would help bring in more members of the team. The rest would go directly to artist fees. Director Merkel asked if this were a substitution for Art RiNo - to which Ms. Von Guinness said the board will discuss what that will look like going forward, but that yes - this would be the main mural festival. RiNo would be supporting, but Ms. Grimm would be managing and producing. Each festival is independently run. Ms. Von Guinness added that we will be alongside Ms. Grimm too, not just throwing money at it.

Ms. Von Guinness stated that the goal is to hold this festival mid to end of September 2023, but this is flexible. She will send out the presentation, then RAD will vote to bring this to the BID and GID.

ARTRINO PARADE:

Ms. Von Guinness talked to Westword this past week and they do not know what will happen with the Westword Showcase this year yet - will touch base again at the end of January.

Ms. Von Guinness presented the idea of doing an ArtRiNo parade this year - she is talked to Fireside at Five already and they love the idea and have done research with the city already.

RECORD OF PROCEEDINGS

January 17, 2023

Page 3

Total budget for RiNo art festivals - \$325,000. Parade estimate would be \$100,000-\$160,000 which would come down with sponsorships, etc.

Ms. Von Guinness will send out an outline to the board of how this would all work together and will pull together a committee meeting so everything can get rolling ASAP.

INTERSTATE BUILDING UPDATE:

Mr. Deffenbaugh presented the status of the Interstate Building, including status of the funds being expended. He shared that there is still a permitting delay, although it should be here any day. Ms. Von Guinness said once the permit is in place, there will be a board tour, as well as a fundraising intimate dinner for one hundred people inside the building.

RINO ART DISTRICT BOARD MEETING ADJOURNED:

All RAD Board Members dismissed from the combined board meeting. Director Hayes, KRW Board Chair called the Keep RiNo Wild board meeting to order.

MINUTES AND FINANCIALS:

Director Hayes made a motion to approve the December 6, 2023 minutes with an update to be made - attendees need to be updated to take off RAD attendees and add Director Adams. The board approved unanimously with this amendment.

Ms. Von Guinness noted that the KRW financial statements were sent prior to the meeting and the board voted to approve them unanimously.

2023 BUDGET:

Ms. Von Guinness reviewed the 2023 budget quickly and will send the full budget after the meeting for the board to approve.

Ms. Suess noted that BID and GID will be giving KRW \$803,000 in 2023. Ms. Von Guinness also noted that BID and GID will be giving a little more this year, because KRW will be carrying a little more of the load this year in terms of admin and management. She shared that almost half the budget is going to artist stipends. She also added that RiNo is going to be wage-certified this year, noting that this means that we pay artists above and beyond and help them not just survive, but thrive.

RECORD OF PROCEEDINGS

January 17, 2023

Page 4

OTHER BUSINESS:

RiNo Talks is coming up and it's incredibly important to have board members at programs. Next one is at the Ramble on February 9 to discuss what First Fridays will look like going forward before we restart them in the spring.

Ms. Von Guinness informed the board that the RiNo office will be moving on February 1 to above Denver Central Market.

ADJOURNMENT:

There being no further business to come before the Board and upon motion duly made, seconded, and unanimously carried, the meeting was adjourned.

The foregoing minutes constitutes a true and correct copy of the minutes of the above-reference meeting and was approved by the Board of Directors of Keep RiNo Wild.

Secretary to the Board