

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

HELD:

Wednesday, January 19, 2022, at 10:00 am via Zoom.

ATTENDANCE:

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

Anne Hayes
Sonia Danielsen
Jayne Buck
Brent Fedrizzi

Also, in attendance were Tracy Weil, Dori Suess, Adrienne Villa, and Molly Paillet of the RiNo Art District.

CALL TO ORDER:

Director Hayes called the meeting to order.

MINUTES & FINANCIAL STATEMENTS:

A motion to approve the previous month's minutes was voted on and approved unanimously. Ms. Suess gave a brief explanation of the draft financials. We will approve the December financials at the next board meeting in February.

ART RINO EVENT UPDATE:

Mr. Weil announced that the Art RiNo event will collaborate with Westword. The event will be held September 5-11, 2022, with the Westword Music Showcase (WMS) running September 9-10.

The weekend will kick off with murals on September 5th. Ms. Pangburn is recruiting the artists and has already locked down Smug One for one of the murals. She would like to bring on a female artist as well.

Director Merkel (BID) is working on the promenade installation project and will share the budget at the next BID board meeting.

RECORD OF PROCEEDINGS

Keep RiNo Wild

January 19, 2022

Page 2

Mr. Weil and Ms. Pulford met with Westword on January 18th to discuss sponsorships and marketing.

Director Fedrizzi is working on the live music to perform at the ArtPark as well as booking the national acts for WMS on Saturday. He added that there is a nice balance that we own Art RiNo and Westword owns the WMS.

Mr. Weil stated that we may hire a local graphic designer to help with branding. We have been in contact with Adam Vicarel, and we are currently waiting on his proposal.

Mr. Weil advised the Board that the event press release would be sent out in March once we have a few bands & artists on the list. We will also have a marketing plan with SideCar PR for Summer 2022. We will also make a big push to promote and work with local venues and galleries for the entire week. This is something that the event committee can help with.

RINO ART DISTRICT STUDIOS DISCUSSION:

Mr. Weil advised the Board that the lease is up for the Backyard on Blake studios in May 2022. This would be the time for RiNo to pick up the studio space with no build out costs. Mr. Weil reminded the board that the lease would be through Keep RiNo Wild to receive charitable donations. At this time, we have already received a grant for \$11,000.

Mr. Weil shared the slide deck with Director Merkel (BID chair), and we will present this item to the BID Board on January 25, 2022.

Ms. Pangburn will manage the space and work with artists while Ms. Suess will collect rent from the current tenants. With that said the only other expenses would be for gas & electric as well as the key cards for each space.

Director Danielson shared that she spends about 30 minutes a month managing the studios. She may spend up to two hours during a busy month. Current tenants (artists) are on a month-to-month rental agreement with a 30-day move out notice.

Mr. Weil stated that a 3-year lease would need to be signed by RiNo. All members of the Board agree with we should take over the lease as it fits our mission. There was a motion to take control of the lease for a minimum of 3 years with a contingency that the Business Improvement District (BID) underwrite the cost. After a brief discussion, the board unanimously approved.

BOARD INTERVIEW DISCUSSION:

Mr. Weil announce that we will need to start recruiting new KRW board members. There is a list of potentials that we should discuss further and make an action plan to start interviews next month.

RECORD OF PROCEEDINGS

Keep RiNo Wild

January 19, 2022

Page 3

Mr. Weil also noted that we are planning an all-board retreat for 2/24. Invites will be sent out by Ms. Sharp.

OTHER BUSINESS:

Mr. Weil discussed the design process of the ArtPark Interstate Building. There will be space for a greenroom, bar, storage, laundry, and dressing rooms as well as a second-floor mezzanine. Mr. Deffenbaugh will present more details at the next Keep RiNo Wild meeting on February 16, 2022. Ms. Pulford announced that we received a grant from McWhinney for \$100,000 as well as working on a few more key grants.

Ms. Paillet gave brief update on the ArtPark River Series programming scheduled for this summer.

Mr. Weil shared that there will not be launch party for SideStories however, a VIP tour with media will be planned. All board members will be invited. <https://sidestoriescolorado.com>

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