

RECORD OF PROCEEDINGS
MINUTES OF THE MEETING
OF THE BOARD OF DIRECTORS OF
RiNo BUSINESS IMPROVEMENT DISTRICT

HELD:

Tuesday, January 25, 2022, at 3:00 p.m. via Zoom.

ATTENDANCE:

The meeting of the Board of Directors of the RiNo 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:

Tom Kiler
Adam Larkey
Levi Johnsen
Obe Ariss
Diana Merkel
Candi CdeBaca
Jevon Taylor
Ashlee Wedgeworth
Carla Mestas

Also, in attendance were Tracy Weil, John Deffenbaugh, Alye Sharp, Adrienne Villa, Molly Pailet and Dori Suess with RiNo Art District.

Rachel Rabun was absent, absence excused.

CALL TO ORDER:

Director Merkel is in attendance but sick, so Mr. Weil noted for the record that a quorum was present, and on behalf of the Board, called the meeting to order.

CONSENT AGENDA – MINUTES & FINANCIALS:

Both the financials and minutes, presented via email prior to the board meeting, were approved unanimously by the board.

RINO OFFICERS AND UPDATE:

Mr. Weil shared that Director Kendra Anderson has resigned from the BID Board. With this said, we will need to refill her role as Treasurer as well as vote on the role of BID Chair and Secretary – which is currently filled by Director Merkel and Director Rabun. This will occur at the board meeting scheduled for February.

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FRINGE FESTIVAL

Mr. Weil noted that we have allocated \$25,000 for the 2022 Denver Fringe Festival. Last year, the event was held at Reelworks, Savoy, a couple of breweries like The Walnut Room, and other venues throughout the district. In 2022, Fringe will host Kids Fringe at the ArtPark.

Mr. Weil shared that Fringe has their own fundraising efforts and their overall budget is \$100,000. Fringe has a very diverse group of artists and Kids Fringe was a huge success in the district so we will continue to sponsor them.

RINO ART DISTRICT STUDIOS

Mr. Weil introduced Director Sonia Danielsen from the Keep RiNo Wild Board to discuss the RiNo Art District Studios funding request. Mr. Weil introduced an idea to the board to co-fund affordable spaces that Director Danielsen is currently operating, until the current lease ends in May 2022. The studios are located at Backyard on Blake Street. There are currently fourteen artists and Director Danielsen stated that the spaces have been (pretty much) at full capacity and that it typically takes 1-2 months to find an artist.

Mr. Weil stated that RiNo Art District (RAD) would need to sign the lease and Keep RiNo Wild (KRW) would operate the program. This has been vetted through KRW & RAD, in which both boards supported the effort. KRW voted to sign a 5-year lease. Mr. Weil also shared that we have already received a grant for \$11,000 to contribute to this project as well as a \$12,000 donation.

Mr. Weil is asking the BID Board for a funding request of \$22,000. Mr. Weil reminded the board that the BID is sponsoring the purchase of a projector for SideStories at \$25,000 however this purchase did not occur and there will be money available to use from this. There is also \$60,000 allocated for the RiNo Support Fund, in which we could use \$5,000 for the studios.

One other note that Mr. Weil made is that the space can also function as an exhibit space throughout the year.

After a brief discussion and vote, the BID Board unanimously approved the funding request of \$22,000.

ODDKNOCK PRODUCTIONS

Mr. Weil introduced Zach Martens, Parker Murphy & Brendan Duggan from [OddKnock Productions](#) to discuss their new project for 2022. In last year's production, [Test Kitchen](#), most of the performers were from around the United States however for this year's production, they would like to hire exclusively local talent as well as design and front of the house positions. OddKnock was pleasantly surprised to have such a diverse audience last summer and all the

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performances were sold out. There is a reserve that would support the artists and team if the pandemic continues and tanks ticket sales due to COVID restrictions.

The board wants to ensure that the intentional outreach & goal for this project is the district neighborhoods and to make sure content is relative to the area. OddKnock informed the board that they are highly aware of this and ensure that the artist representation will, once again, be a diverse mix of local artists and to be able to tell more stories that connect emotionally and physically with the audience. Another suggestion to connect to the community is by offering 1-2 performances for free. Ms. Sharp & Mr. Weil will work with OddKnock to ensure all goals and intentions for this project are met.

The annual budget covers rehearsal, design fee, staff, build out, sound and artists salaries. We have allocated \$25,000 for 2022, which will be paid out in February.

MARKETING OVERVIEW:

Enclosed in the Board packet were the wrap-up reports for the 12 Days of Giftmas and It's a RiNoFul Life events that SideCar helped with. Both events were successful, and we will continue to work with SideCar on future holiday events.

Mr. Weil announced that we will collaborate with Westword for Art RiNo. 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.

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

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.

INFRASTRUCTURE UPDATES:

Mr. Deffenbaugh gave a brief update on each of these infrastructure projects – Walnut Street, Coors Field Lot, and River Mapping.

- *Walnut Street Stop Signs* have been installed at 27th and Walnut and the community feedback is positive!
- *Coors Field Parking Lot Strategy*

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- Short Term: social media marketing & online promotion
- Medium Term: on-going online & social media marketing, link to SP Plus to enable online booking and reservations, enhanced wayfinding signage and engage with stadium district about lighting
- Long Term: engage with the City and Stadium district to develop dynamic signage trail from Park Ave, I-25 and Broadway to the lot as well as the use of digital signage to indicate number of available spots.
- *River Mapping* is still being worked on by Sasaki. Once the report and graphics are completed, Mr. Deffenbaugh will share with the Board.

PARK BUILDING UPDATES:

Mr. Deffenbaugh reviewed the most recent construction updates at the ArtPark.

Building A (Police Building):

- We continue to work with partners to resolve minor building and infrastructure issues
- We await on opening date from DPL and CoCua and are pushing them to clarify this. Both partners continue to pay rent and operating expenses.
- RedLine Studios and Alto Gallery are operating successfully and have hosted two First-Friday events so far.
- 2021 reconciliation of forecast v. actual operating expenses underway and will be presented once they are complete.

Building B (Interstate Building):

- \$100,000 gift provided by McWhinney
- Schematic design completed
- Design being costed by Mark Young Construction, expected by 2/28.
- Mr. Deffenbaugh will present design status and review progress with City legal documents to Parks & Rec on 2/28.

Ms. Paillet provided an update on the ArtPark programming that she is working on for 2022.

- ArtPark River Series will run March – June 2022
 - Programs are designed for children, teens and adults and will explore Denver history, contemporary water issues, environmental concerns, and creates opportunities for artistic engagement with the South Platte River.
 - Partners/Hosts: Lighthouse Writers, Americas for Conservation and the Arts, Birdseed Collective/Alto Gallery, RedLine Contemporary Art Center, Greenway Foundation, CSU Spur Campus, Swansea Rec Center, Wyatt Academy Elementary School, and Two Bee Industries
 - Funded by Bonfils Foundation
- Kids Arts Programming, Summer 2022
- Halloween ArtPark Fun
- Traveling ArtPark programs to schools

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Ms. Paillet noted that \$25,000 was allocated for programming in 2022 by the BID, as well as the \$20,000 Bonfils grant that we received.

OTHER BUSINESS:

Mr. Weil gave a brief update on the ArtPark naming process. The Denver Public Library is running their own naming process for the library and there is a possibility that the branch name will be the same as the park. The naming committee is looking for more community engagement however the process is ongoing with no set date.

Mr. Weil shared that the All-Board Meeting will be held at Catalyst on 2/24 and this will be an in-person event. We will be discussing DEI efforts and the framework of the Strategic Plan.

ADJOURN:

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-referenced meeting and was approved by the Board of Directors of the RiNo Business Improvement District.

Secretary to the Board