

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

**HELD:**

Wednesday, March 16, 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  
Jayne Buck

Director Sonia Danielsen and Director Brent Fedrizzi were not in attendance. Absence has been excused.

Also, in attendance were Tracy Weil, Adrienne Villa, Alye Sharpe, Marian Pulford, and Molly Paillet of the RiNo Art District. Alex

**CALL TO ORDER:**

Director Hayes called the meeting to order.

**MINUTES & FINANCIAL STATEMENTS:**

The minutes will be voted via email as there is not a quorum today. The financials will be approved via email for December 2021, as well as January & February 2022. Mr. Weil will email all documents to the board after the meeting.

**ARTRINO LOGO AND EVENT UPDATE:**

Mr. Weil shared the draft logo for the upcoming ARTRiNo event as well as the different variations that were created for posters, wayfinding, invites and merchandise. The board members suggested that we add the "Celebrate where art is made" tagline to tie in with our new strategic plan & brand.

Mr. Weil and Director Diana Merkel with the BID board will be meeting with Adam Vicerol, the graphic design artist and Westword to ensure that branding works for both organizations.

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**GREENSPACES BIPOC GALLERY WALL:**

Mr. Jevon Taylor introduced the KRW Board to his new venture at GreenSpaces, which is a building used for coworking and a market area, which will also include a cyclowall. Mr. Taylor is requesting sponsorship from Keep RiNo Wild for a BIPOC Gallery Wall. This wall will be available to artists from the Black, Indigenous, People of Color community to showcase their work monthly at GreenSpaces. The program will be managed by GreenSpaces and RiNo Art District will help with promoting on social media and website. Exhibitions will rotate monthly with opening on First Fridays, when possible, at no charge to the artist to show their work.

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Artists will receive 75% of the sales of their work with GreenSpaces receiving 25%. This is a year long pilot program. The funding request is \$20,000 for build out of the wall space. The board will discuss and vote via email.



KEEPING THE INDUSTRIAL BRICK

PLACING A MULTI-USE WALL IN FRONT OF IT

**THIS WALL BE USED FOR:**

- Art Gallery Exhibit Space
- Projections
- Presentations
- Photo-op Area for visitors/Customers with various projected images and videos
- Augmented Reality Placements
- & Much More

## Launch Timeline

<p><b>January</b></p> <p>Public Announcement of Jevon Taylor Becoming CEO of Green Spaces.</p>	<p><b>February</b></p> <p>Upgrade Lighting, Co-working Furniture, and Equipment</p>	<p><b>March</b></p> <p>Gradually Move Co-workers to East side of the building. Begin New Buildout Phases</p>
<p><b>April</b></p> <p>All Co-workers transitioned and Build-out in process</p>	<p><b>May</b></p> <p>Soft Launch, Corporate Tours, Collaborative Meetings</p>	<p><b>June</b> </p> <p>Official Launch !!</p>

**STRATEGIC PLAN RELEASE PARTY:**

Mr. Weil announced that the Strategic Plan would be launched at the Annual Meeting on Thursday, April 14<sup>th</sup> at ReelWorks/EXDO. Ms. Villa will send out a calendar hold to all board members and staff.

**PROPOSED MEETING COMBINE:**

Mr. Weil suggested that we combine the KRW and RAD Board Meetings on Tuesdays to the following schedule:

RAD Board Meeting 9-10AM  
RAD & KRW 10-11AM

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KRW Board Meeting 11-12AM

Director Hayes is ok with this change but would like to check with Director Fedrizzi and Director Buck before we make this change.

**NEW BOARD MEMBER DISCUSSION:**

Mr. Weil met with Mr. Ray Munoz at Birdseed Collective to discuss joining the KRW Board. Mr. Weil would like Director Hayes to meet with Mr. Munoz to further this discussion. Mr. Weil reminded the board that now that the Strategic Plan is completed, we must fill the empty seats sooner than later so that we can then vote on board officers.

**OTHER BUSINESS:**

Ms. Paillet gave a brief update on the ArtPark programming. There will be a Lighthouse Writers workshop in late March as well as a Climate Crisis silent comedy skit and RedLine/Alto Gallery ArtPark Menagerie at end of month. Ms. Paillet also shared this link with the board.

<https://www.rinoartpark.com/river-series-programming>

Mr. Deffenbaugh noted that the construction documents for the Interstate Building will be submitted this week. We are also meeting with a state funding group to let them know where we are in the process.

**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.

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Secretary to the Board