

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

**HELD:**

Tuesday, May 24, 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  
Rachel Rabun  
Adam Larkey  
Obe Ariss  
Jevon Taylor  
Diana Merkel

Also, in attendance were Tracy Weil, John Deffenbaugh, Adrienne Villa, Brittany Ross, and Dori Suess with RiNo Art District; [REDACTED]; Alexis Jarvis & Sarah Cullen with SideCar PR; [REDACTED].

**CALL TO ORDER:**

Mr. Weil & Mr. Deffenbaugh 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.

Mr. Weil introduced our new Membership Coordinator, Brittany Ross to the Board. Ms. Ross will act as liaison between the RiNo Art District and its members, including recruiting & outreach to new members, regular communication with existing members and backend membership duties.

**RINO STORY VIDEO:**

Mr. Deffenbaugh shared the Strategic Plan video on which we are working. Once completed, this video will be shared with the Boards and on our website.

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### **SIDECAR INTRODUCTION:**

Mr. Deffenbaugh introduced Ms. Sarah Cullen and Ms. Alexis Jarvis with [SideCar PR](#).

Ms. Cullen and Ms. Jarvis gave a brief explanation of how SideCar will be helping the RiNo Art District in 2022. SideCar has been providing PR support to the art district since last year. The main goal is to bring awareness to the district with fostering healthy, welcoming relationships by supporting small local businesses and promoting members.

Here are some of the events that SideCar has helped promote and will continue to do so this Summer:

- ArtPark Programming
- Mural Program
- Social Media Contests: we recently partnered with Improper City on a contest
- First Fridays: August First Friday will be at Backyard on Blake (New RiNo Studios)

Ms. Jarvis shared that our social media posts will include items such as the First Friday itineraries, weekly event series on Instagram, and partnering with local businesses on contests.

Mr. Weil posted an example of one of the social media posts.

<https://www.instagram.com/p/CbsVzLOFbUJ/>

Director Kiler shared that EDENS would be happy to help promote and share events on their social media channels. He also asked what the typical lead time is on promoting an event. SideCar stated that two months would be wonderful but one month out is good. SideCar noted that we need to plan and forecast sooner to promote a good PR run.

SideCar also shared that the most impactful type of promotion has been the social media posts. RiNo Art District has an incredible social media following on Instagram & Facebook – Instagram alone has 60,000 followers. This type of promotion provides consistent messaging and reached across multiple channels.

It was noted that we would like to see projects that have been accomplished in the district, such as the recently installed stop signs (pedestrian safety) and trash cans (supporting homelessness and efforts to help). SideCar shared that they are open to new ideas and are happy to promote and share info on everything that is going on in the district. Mr. Weil reminded the board that the Monthly Board Reports will have SideCar updates as well.

### **UPPER LARIMER PARKING RESTRICTIONS UPDATE:**

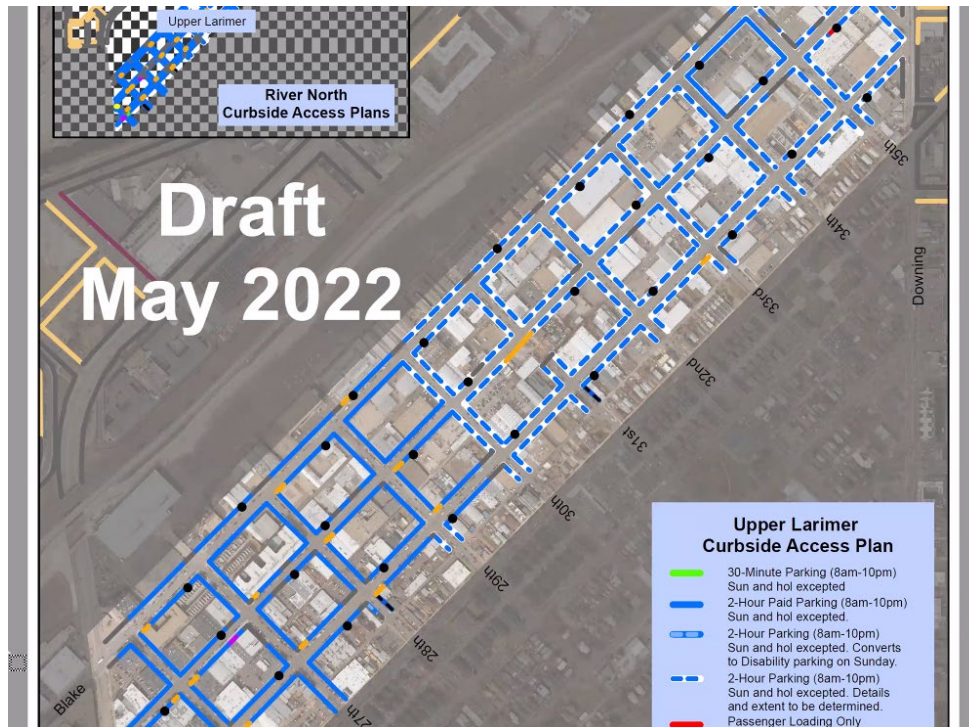
Mr. Scott Burton gave a brief overview of the curbside access plan. Mr. Deffenbaugh will share a slide deck with the board.

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**LARIMER STREET BLOCK CLOSURE UPDATE:**

██████████ gave an update on the block closure on Larimer Street.

We currently hold a permit for the street closure. The BID approved \$10,000 to undertake a design study with ██████████. Mr. Deffenbaugh noted that we are not looking to fund this project ourselves. The funds would be from the businesses on Larimer, the city, fundraising, etc. This is a center of activity and needed this study. We are the facilitator, and it is up to the local business owners on how to proceed.

Director Merkel shared how wonderful it is to see more tree canopy in the area. Mr. Deffenbaugh will continue to work on this project and share updates in the future.

**URBAN FOREST INITIATIVE AND FUNDING REQUEST:**

The BID has a budget of \$100,000 to progress the Urban Forest Project. At this point, an approval of \$10,000 is sought to progress stage 1, AUDIT. This phase will identify streets that will be considered for new trees. Once these locations are defined, we will return to the Board with an update and seek approval for the remaining funds to progress the project.

Mr. Deffenbaugh is requesting \$10,000 to allow the Urban Forest Project to move through stage 1. Mr. Deffenbaugh noted that this would be a budget item every year to ensure that long-term maintenance and resources can financially be made. After a brief discussion, the board unanimously approved.

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**RINO EXECUTIVE DIRECTOR RECRUITMENT UPDATE:**

As of today, we have received twenty-five resumes for the Executive Director position. The application deadline is May 31<sup>st</sup>. Mr. Weil will pull together the Executive Committee to review the resumes and schedule interviews for the first week of June.

**ART RINO UPDATE:**

Mr. Weil shared that Art RiNo planning is in full force. The artist announcement will be made after Memorial Day. Mr. Weil has met with Westword and will start working with Fireside at Five on all event planning. We will continue our sponsorship discussions, and to date we are close to raising \$75,000, this includes \$25,000 from the Denver Nuggets.

Mr. Weil announced that Denver Walls is doing a mural event and we may wrap into Art RiNo. We cannot do a dedicated mural festival until 2023 but may combine efforts until then.

**OTHER BUSINESS:**

The opening night for [OddKnock Productions](#) "From On High" is June 17<sup>th</sup>. Book your tickets now!

Denver Fringe is June 23-26. Check out their [website](#) for all the details.

Director Merkel announced that she is hosting a First Friday at 2921 Walnut.

**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.

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Secretary to the Board