

RECORD OF PROCEEDINGS  
MINUTES OF THE MEETING  
OF THE BOARD OF DIRECTORS OF  
RiNo ART DISTRICT (RAD)

**HELD:**

Tuesday, June 15, 2021, at 9:00 am via in-person & google phone.

**ATTENDANCE:**

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

Jonathan Power  
Anne Hayes  
Sonia Danielsen  
Diana Merkel  
Anthony Aragon  
Bernard Hurley  
Gerald Horner  
Jonathan Kaplan

Also, in attendance: Tracy Weil, Adrienne Villa, Molly Paillet, Marian Pulford, John Deffenbaugh, Dori Suess, and Alye Sharp of the RiNo Art District

Director Andy Feinstein and Director Elizabeth Nguyen were absent, absence excused.

**CALL TO ORDER:**

Director Danielsen called the meeting to order.

**CONSENT AGENDA:**

*Minutes & Financials*

The consent agenda, including minutes and financials, were reviewed prior to the meeting, and approved unanimously by the board.

**NO VACANCY UPDATE:**

Mr. Weil and Director Merkel announced the artists who will be taking up residency at No Vacancy for the summer.

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<https://rinoartdistrict.org/post/artists-announced-for-new-residency-program>

Ms. Sharpe stated that we have a beer sponsorship from Ratio.

Ms. Pangburn will start social media posts to promote opening weekend along with a flyer that Mr. Weil is working on. Westword has released two articles to promote the artists as well.

There had been a few calls to ask about permitting, however Mr. Weil explained that there shouldn't be a problem with permitting as the building already had a tenant.

### FRINGE FESTIVAL UPDATE:

Mr. Weil gave a brief update on the Denver Fringe Festival, June 24-27. Kids Fringe will run the whole weekend of June 26-27 with family friendly shows, circus wagon, free workshops and more. He stated that ticket sales are steady, and more press will be released this week. It was announced that Johnny Draco created the poster for the event. There will be a hub at 27<sup>th</sup> & Larimer for tickets & programming, including an immersive Denver map, and Fringe With Benefits discounts with local merchants. The kick-off party will be held June 23<sup>rd</sup>, 7:30 PM at 14er Brewery.

### FUNDRAISING UPDATE:

Ms. Pulford gave a brief fundraising update. We are starting to receive feedback & updates as COVID restrictions are lifted. Ms. Pulford is working with Colorado Trust to purchase a sponsorship for the ArtPark Grand Opening as well as with Catalyst and activating their lobby as a gallery.

Ms. Pulford stated that the ArtPark Grand Opening Committee met on June 14<sup>th</sup> to discuss auction items and tickets, sponsors, entertainers, donations for silent auction, etc. We still need help from all board members on the auction items & selling tickets.

### ARTPARK GRAND OPENING & COMMITTEES UPDATE:

Ms. Pulford, Ms. Paillet and Mr. Weil are working on the logistics for the weekend full of festivities, including programming. Ms. Pulford reviewed the draft schedule for the grand opening weekend, which will be held **September 24th – September 26th**.

**Friday, 9/24: Community Happy Hour** with Entertainment, Food Trucks, Music, Tours of ArtPark

**Saturday, 9/25: Lawn Salon** – This is a ticketed event with Live Music & Entertainment, Silent Auction, Flaming Disco Ball, Go-Go Dancers, Live Painting & Outsider Art. Director Brent

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Fedrizzi (KRW) is working on acquiring the main music entertainment/group for the Lawn Salon.

**Sunday, 9/26: Family Fun Day** – Coffee & Crepes, Art Classes, Kids Story Hour, Face Painting, Entertainment

Ms. Pulford stated that we are hoping to net \$250k from fundraising. There will be a silent auction for items such as private & catered dinner, hotel stays, concert tickets, sporting tickets. We are currently working with Bolder Events on the auction items.

Director Hurley stated that we could use parking lot and donate fees to park, valets could be used, and the land can be used if needed.

### **STRATEGIC PLANNING UPDATE:**

Mr. Weil stated that the RiNo staff reviewed the proposals and provided internal reviews to the Executive Committee for further discussion. An organization will be chosen by the end of the month.

Regarding the DEI Proposal, the RiNo Staff met with Carla Mestas (CIRCLE) for an introductory meeting and will hold a second staff meeting before we invite board members to join and discuss our DEI goals.

Mr. Weil stated that we will need an Ad Hoc Committee for the Strategic Planning. The Executive Staff is already on ad hoc so we will need volunteers. This has been added to the BID & GID board meeting agendas to discuss as well.

### **ARTPARK CONSTRUCTION UPDATE:**

Mr. Deffenbaugh advised the board that the ArtPark construction is currently on schedule and reviewed the budget and photos from the June Update Packet. Mr. Deffenbaugh will email the packet to all board members.

### **OTHER BUSINESS:**

Director Hurley announced that there will be a spay/neuter clinic in the No Vacancy building for homeless pets, as well as provide COVID vaccinations for homeless people. This will be shared on social media.

Director Hurley and Mr. Weil will be meeting with the creators of Art With Me. There is much discussion to bring this festival to RiNo in the coming years. <https://artwithme.org/home/>

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Director Hurley also announced that he is working on an upcoming Clean & Sober event. Stay tuned for details.

Mr. Weil announced the Walnut Street Block Party that is being presented by Director Jevon Taylor (BID). They requested sponsorship for this, which was approved \$25k. This event will have performances and murals from local artists & DJs, products from local vendors & stores, drinks from local breweries.

Ms. Zimmerman is working on a new, interactive mural map on the RiNo website. It will be debuted in the next few weeks.

### **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 the RiNo Art District.

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Secretary to the Board