

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

HELD:

Tuesday, June 20, 2023, at 9:00 am, Westfield Office

ATTENDANCE:

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

Anne Hayes
Sonia Danielsen
Tracy Weil
Jayne Buck
Liz Adams

Director Brent Fedrizzi was absent. This absence was excused.

Also, in attendance: Diana Merkel, Gerald Horner, and Jonathan Power of the RiNo Art District Board; Charity Von Guinness, Adrienne Villa, Marian Pulford, Sarah Cawrse and Alye Sharp of the RiNo Art District and Dori Suess.

CALL TO ORDER:

Director Danielsen, RAD Board Chair, called the combined RiNo Art District and Keep RiNo Wild board meeting to order.

DENVER WALLS:

Ms. Ally Grimm presented a brief update on Denver Walls. She shared that she recently traveled to Hawaii to attend the World Wide Walls event which featured eighty-three artists.

She announced that an artist from South Africa will be joining the roster for Denver.

Ms. Grimm is collaborating with an artist on NFT & augmented reality segment.

Ms. Grimm with School of Motion to provide educational grants for high school students.

She shared that Yardbird has interest in hosting a secret wall and other murals for the event.

RECORD OF PROCEEDINGS

June 20, 2023

Page 2

The Network job will most likely happen at GreenSpaces and the 2900 Block will host the wrap party which will consist of a children's event during the day, bar crawl, and scavenger hunt.

She noted that World Wide Walls will be relaunching their website this summer, in the past they have had 1.4M views per post on social media.

Ms. Grimm and Ms. Pulford are actively working on sponsorship for all events. They recently added a \$1,000 tier to the sponsorship levels. It was shared that McWhinney, AEG and Westfield have signed on to be sponsors.

Ms. Pulford encourages all board members to help with connections.

Ms. Von Guinness stated that she will reconvene the Denver Walls committee soon to discuss the budget.

SOMEBODY'S FRIEND DEBRIEF:

Ms. Kimberly Chmielewski and Ms. Cecelia Jones gave a debrief of the Somebody's Friend Dance Festival. The weekend of the event the city experienced crazy weather patterns. It rained on the first day, and all events were cancelled on Friday & Saturday due to the weather & air quality. The performance on Sunday was moved inside due to air quality but still went on. Ms. Chmielewski shared that Patagonia stepped in to help to find space for the artists during the weather issues. It was also shared that Block Distillery, Infinite Monkey, and Odell donated all the liquor. Many thanks to those organizations.

The key takeaways: prioritizing health & safety of artists, dance & parade pop ups, ball was educational, and the artists were unafraid to share, which was different from NYC and amazing.

It was shared that Somebody's Friend will be combining resources with Denver Fringe in 2024.

NO VACANCY RECAP:

Ms. Sharp shared a recap of No Vacancy at IMAC. The event opened on June First Friday. She noted that over 400 people walked through the building, which included families. Ms. Sharp was happy to announce that No Vacancy has been extended to the end of July. The BID gave additional funds for 4 artists/artist groups including Japanese Network. There will be pop ups at the July First Friday. She shared that there will be new artists June 26-July 16. The artists include Dance 2B, Shadows Gather (pop up event – family friendly “My First Warehouse Party”), Exposure Project (magic throughout the building) and Jonathan Saiz.

It was noted that Federales is donating \$ from each margarita sold during the summer.

RECORD OF PROCEEDINGS

June 20, 2023

Page 3

TRUSS HOUSE:

Ms. Von Guinness shared that Mayor Hancock and Ms. Happy Haynes would be attending the ribbon cutting at Truss House. The VIP Preview and performance will follow that evening. She also shared that Comal is catering in the morning and McDivitt/Ratio is catering the evening event. She reminded all board members to RSVP for both events.

RINO STUDIOS ON BLAKE:

Ms. Von Guinness shared that there have been multiple incidents that have occurred with the studio tenants. We would like to break even every year but due to flood and pest issues this will not happen. The rent was also increased per contract in June 2023. We will be \$33,000 in the negative. Director Danielsen reminded Ms. Von Guinness about the \$25,000 that was promised through her organization.

We are currently looking for tenants. Director Danielsen suggested that we list on Craigslist.

The RiNo Art District Board Meeting adjourned and those Board Members were dismissed.

APPROVAL OF BOARD MEETING MINUTES:

The meeting minutes from April 11, 2023, were reviewed prior to the meeting, and approved unanimously by the board.

APPROVAL OF FINANCIAL STATEMENT:

Ms. Suess presented the May 2023 financial report.

It was noted that donor restriction funds come from the RiNo BID & RiNo GID. It was also noted that part of the fundraising is flagged 3% Admin fees. Ms. Pulford stated that when we budget for grants, this is always part of that process and reported as program funding.

Ms. Suess asked the board to vote on Form 990 for RiNo Art District. After a brief review period, the board approved the form.

FUNDRAISING REPORT:

Ms. Pulford shared that due to the number of grants that have not come in this year, Keep RiNo Wild Year-To-Date is not looking good. She noted that the response from donors has dropped since 2022. The organization estimated to receive \$113,000 by mid-year however we have received zero funds. Ms. Pulford will continue to submit grant requests to River Front, Gates, Bonfils (cannot apply until August 2023), and CCI. She noted that SCFD will happen in 2024.

RECORD OF PROCEEDINGS

June 20, 2023

Page 4

Ms. Von Guinness shared that she has met with other organizations regarding their fundraising and will continue to work with Ms. Pulford on our efforts.

It was noted that Truss House cannot fund anything else besides ArtPark.

Ms. Pulford mentioned other types of incremental donations such as artist sponsorship or in-kind donations would be something to look at in the future.

NEW BOARD MEMBER:

Ms. Von Guinness asked the Board to vote on adding a new board member, Ms. Kellie Owens, with AEG. It was shared that Director Fedrizzi would be stepping down from his board role due to his work demands. Ms. Owens will replace him. The board unanimously voted for Ms. Owens as a new board member.

OTHER BUSINESS:

There is no other business to discuss.

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