

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

HELD:

Wednesday, August 24, 2022, at 3:00 p.m., ArtPark

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:

Diana Merkel
Rachel Rabun
Adam Larkey
Jevon Taylor
Tom Kiler
Carla Mestas
Obe Ariss

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

Director Levi Johnsen was absent.

CALL TO ORDER:

Director Merkel noted for the record that a quorum was present, and on behalf of the Board, called the meeting to order.

CONSENT AGENDA - MINUTES AND FINANCIALS:

The minutes from the July 26th meeting as well as the July 2022 financials were reviewed by the Board prior to the meeting and approved unanimously by vote.

Mr. Weil advised the Board that Ms. Suess will review the financials at each board meeting.

INTRODUCING NEW EXECUTIVE DIRECTOR:

Mr. Weil introduced [Charity Von Guinness](#) to the Board. Ms. Von Guinness will step into the role of Executive Director and work with Mr. Weil until the end of September to ensure a smooth transition. Mr. Weil shared that he would join the RiNo Art District and Keep RiNo Wild Boards.

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With this transition, Mr. Weil stated that the BID Board will need to vote to update the signees on the BID bank account. The Board motioned to approve to remove all current signees and add the following: Ms. Charity Von Guinness, Director Diana Merkel, Director Adam Larkey, and Mr. John Deffenbaugh, effective immediately. After a brief discussion, the Board unanimously approved this change.

REVIEW OF 2023 ANNUAL BID BUDGET:

Mr. Deffenbaugh stated that the preliminary budget is based on last year's actuals. We have one month to finalize the BID budget summary and will present it to City Council. The final budget will be submitted at the end of the year. Mr. Deffenbaugh also shared that there was a finance committee meeting that consisted of the treasurers and board chairs from RiNo Art District, RiNo BID, RiNo GID and Keep RiNo Wild.

Here are the key items that Mr. Deffenbaugh reviewed with the Board:

- General Business Expenses: Management & Admin this is for staff. It is noted that Ms. Pangburn will be resigning at the end of September and her role will be filled.
- Audit – the City requires an audit every year
- Attorney Fee: we currently work with Tom George at Spencer Fane
- General Hospitality – we will be able to ramp this up in 2023
- Public Relations: We have a good working relationship with SideCar PR for all social media. SideCar will be attending BID Board Meetings, as well as staff meetings (once a month). They will continue to promote the neighborhood and provide advocacy for local businesses. It is noted that we may need extra funds for the social media & First Fridays promotions. We can have SideCar present this at an upcoming board meeting.
- Ms. Von Guinness stated Ms. Ross is recreating the membership benefit levels
- RiNo Week: This is a cause that we would like to continue in 2023. Unfortunately, we did not partner with Mr. Dave Johnson and The Katie Adamson Conservation Fund in 2022 and the feedback from Mr. Johnson was that it was not as successful without our help.
- RiNo Talks: Ms. Von Guinness and Ms. Sharpe will continue to promote this event in 2022 as well as bigger plans for 2023, due to more socialization post-covid. Thank you to Director Taylor and Green Spaces for hosting this month.
- Support Fund: is listed under advocacy (general business & BIPOC work) as well as RiNo Support Fund. During Covid, we distributed funds to business who applied for help. There is \$100,000 for social impact grants. The more money we can put into this, the better. There is currently \$50,000 left for 2022, in which Ms. Von Guinness will work with Ms. Sharpe, Ms. Villa and Ms. Paillet to work on a plan to distribute by year end. Ms. Von Guinness stressed the point of increasing this amount every year.

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- Annual Report: this is issued every year at the Annual Meeting
- Annual Meeting: will be scheduled in Spring 2023 for the community, staff, and all board members to attend. We held the Annual Meeting at EXDO in 2022, with food from Hop Alley and Dochi Donuts, entertainment from AristiCO Dance Company and DJ Marquee.
- Data Collection: We would like to explore other options other than Placer AI. The RiNo BID is up for renewal in 2026 so we would like to start collecting this information now.
- Website, Internet & social media: this includes funds for Eva and SideCar PR
- RiNo PR: Mr. Weil will get a cost projection for the rest of 2022 and there will be a formal ask to the BID for 2023
- Member Activity Supplies: this is for the membership coordinator's use
- Signage & Wayfinding: Mr. Weil is submitting a permit app for the fifth phase of plan; we have added funds for the ArtPark and Promenade signage as well as parking. Director Mestas would like to see historical context added.
- 38th St Blake Mobility Hub: providing infrastructure – we would like to remove graffiti from planters & benches
- Trash Cans Program: this may be combined with Brighton Boulevard to increase the frequency of cleaning
- Underpass Utilities: BID agreed to pay for this however it is not working at this time and will need to be repaired
- 35th Cross Funding: we may ask for the money back on this project
- General Projects: these funds are not allocated to any particular project
- Park Buildings Construction: contribution to pay down the debt with bank
- Cycle Racks: part of a trial with the City to standardize design across the district
- Circulator – Mobility: working with Denver Street Partnerships
- Larimer St Design: interim step to use horse trough planters, cost has been shared with business owners and we are moving in the right direction that they would split the costs
- Sanitary products in ArtPark restrooms
- Showers for All will not be in 2023 but we will see the RiNo logo on their facilities
- Mural Program – Bimmer Torres is working on the Silos right now and Sarah is working across the street from Park Burger. Ms. Pangburn will be underspending in 2022.
- Denver Fringe, OddKnock, Side Stories Projector, Artists Outreach & Support will be combined into Creative Support. Artists could submit for an ask.
- ArtPark Programming – This is what Ms. Paillet is working on
- Art Festival – [Art RiNo](#)
- Art Studios – Studios on Blake – Ms. Pulford is fundraising for this as well
- Artist in Residencies – No Vacancy – Director Merkel met with Parker and looked at buildings, currently in brainstorm phase. A lot of fun ideas – fashion show, light

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installments, muralists, etc. An idea that was noted was to use past residences to help choose the new ones – less artists, more time

- EDENS – started artist residency with Detour and artist from Dallas, going to try to plug him into No Vacancy at IMAC Building

OTHER BUSINESS:

Director Mestas shared that [CIRCLE](#) is looking for student sponsorships. Please reach out to Director Mestas for information.

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