

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

**HELD:**

Tuesday, October 18, 2022, at 9:00 am via zoom

**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:

Anne Hayes  
Sonia Danielsen  
Diana Merkel  
Jonathan Power  
Tracy Weil

Director Jonathan Kaplan, Director Gerald Horner, and Director Bernard Hurley were absent. All absences were excused.

Also, in attendance: Charity Von Guinness, Adrienne Villa, Alye Sharpe, Molly Paillet, John Deffenbaugh, Marian Pulford, and Dori Suess of the RiNo Art District

**CALL TO ORDER:**

Director Danielsen called the meeting to order.

Director Danielsen requested to add Mr. Tracy Weil to the RAD Board as a Board Member. The motion was called by Director Hayes and Director Danielsen seconded the motion and the board voted unanimously to add Mr. Weil as a Board Member, effectively immediately.

**CONSENT AGENDA – MINUTES AND FINANCIALS:**

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

With the Executive Director transition to Ms. Von Guinness, the RAD Board will need to vote to update the signees on the RAD bank account. Director Danielsen motioned to add Ms. Guinness as a signer. The Board Chair motioned to approve remove all current signees and add

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the following: Ms. Charity Von Guinness, effective immediately. The Board unanimously approved this change.


Ms. Suess gave a brief financial review. Here are the key items from the review:

- The construction of the Interstate Building is being tracked separately.
- The refinancing of the RAD loan for the ArtPark Phase I construction (Interstate Building) was approved by the bank on September 15<sup>th</sup> with a fixed rate of 4.75%. Mr. Deffenbaugh indicated that the documents for signing are still being processed.
- Ms. Von Guinness shared that we are working on the 2023 RAD budget and will present at the next RAD board meeting. The BID and GID financials have been approved and submitted to the City.
- Ms. Suess suggests that we budget for 2023 using a different category column compared to 2022.

### SOMEBODY'S FRIEND MOVEMENT AND MUSIC FESTIVAL PRESENTATION:


Ms. Sharpe introduced Ms. Kimberly Chmielewski and Cecelia (C.C.) Jones who are organizing a large-scale music and dance festival.

**OUR PRODUCTION TEAM**



A native of Chicago, Illinois, Kimberly Chmielewski is a working professional dancer, choreographer, and teacher in Denver, CO. For nearly a decade, Ms. Chmielewski has been cultivating and enriching her artistic voice through multi-disciplinary performances, choreographic creations, and an elevated teaching curriculum. Kimberly received her BFA and Honors in Dance from The University of Iowa under the tutelage of George de la Peña. Currently, Ms. Chmielewski is the co-artistic director and choreographer of jk-co and has worked with Hannah Kahn, Lemon Sponge Cake Contemporary Ballet, and many other Colorado based dance companies, as well as in works by José Limón, George Balanchine, Alejandro Cerrudo, Alonzo King, Julie Bour, Michael Medcalf, and Lawrence Pech, to name a few.

Kimberly has had the privilege of presenting and setting work across the states and internationally and has received the "Outstanding Choreographer," award at Youth [American](#) Grand Prix and World Ballet Competition and choreography accolades at many other competitions across the country. As an educator, Kimberly is the Director of the Conservatory Division at Rocky Mountain Ballet Academy.



Cecelia Jones is a native of Denver, Colorado and is a graduate of the Denver School of the Arts '02 under Michael O'Banion and Alicia Karchewski. Cecelia continued her dance education at the Ailey School at Fordham College. Cecelia returned home to dance with Cleo Parker Robinson Ensemble under the incredible direction of the late Marceline Freeman. She joined Deeply Rooted Dance Theater of Chicago and had the pleasure of dancing with the Ensemble '03-'09 while concurrently directing the Second Company from '05-'07. Cecelia fell in love with the Horton Technique at the age of 12 while learning from Susan Richardson at CPRD and has since had the honor of studying the Horton Technique from all of the greats: Don Martin, Milton Myers (Jimmy Truitt), Ana Marie Forsythe (Bella Lewitsky), Sarah Ford, Elana Anderson and Lisa Johnson-Willingham. Cecelia has been teaching the technique locally and nationally since 2007.

Retiring from dance in 2010, Cecelia transitioned to managing restaurants in 2012, becoming a wine and sake service and sales professional. She began her career with Hillstone Restaurant [Grp.](#), transitioning to Uncle and Hop Alley and has most recently been the General Manager at Sunday Vinyl at Union Station.

Ms. Chmielewski and Ms. Jones presented an idea for a ten-block festival (25<sup>TH</sup> – 35<sup>TH</sup> on Larimer Street) that would run May 18-21, 2023. The gathering hopes to bring in 10,000 visitors to the area. Ms. Chmielewski shared that the festival would funnel guests to the local restaurants and bars instead of bringing in food trucks.

Ms. Jones shared the schedule (attached) and noted that they have contacted multiple restaurants (Redeemer, Hop Alley) to run culinary events during the festival.

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Ms. Jones then shared the sponsorship levels as well as the project budget. Ms. Villa will email the budget to the RAD board.

SPONSORSHIP				
Sponsorship Levels	Contribution	Complimentary 4-Day Festival Passes	Pre-Event Recognition	On-Site Recognition
Somebody's Friend	\$2,500	25	Website	Thank you from stages, Program Inclusion
Friend of a Friend	\$5,000	50	Website, Billboard	Thank you from stages, Program Inclusion, Logo on All Stage Banners
Family Friend	\$7,500	100	Website, Billboard, Social Media	Thank you from stages, Program Inclusion, Logo on All Stage Banners
A Close Friend	\$10,000	150	Website, Billboard, Social Media, Print Media Advert	Thank you from stages, Program Inclusion, Logo on All Stage Banners, Exclusive Water or Soda Vendor for the Event.
Best Friend	\$15,000	200	Website, Billboard, Social Media, Print Media Advert	Thank you from stages, Program Inclusion, Logo on All Stage Banners, Exclusive Beer or Spirit Vendor for the Event.
Friend From the Beginning	\$20,000	250	Website, Billboard, Social Media, Print Media Advert	Thank you from stages, Program Inclusion, Logo on All Stage Banners, Exclusive Beer or Spirit Vendor for the Event.

They are requesting that RiNo Art District is a Friend From the Beginning sponsor.

Here is a [video](#) that they shared.

Once the presenters left the call, Director Danielsen shared that we should wait to see who else joins this project and Director Hayes asked to review the budget further.

### OTHER BUSINESS:

There is no further business that the RiNo Art District needs to discuss.

### COMBINE MEETING WITH KEEP RINO WILD BOARD:

KRW Director Buck and Director Fedrizzi joined the call.

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### **STAFFING UPDATE:**

Ms. Von Guinness shared that Ms. Pangburn will be staying on for another month to interview and help onboard the new person who is filling her role.

Ms. Von Guinness also noted that she is working on a new office space and will present this at the next combined board meeting.

### **ARTPARK UPDATE:**

Mr. Deffenbaugh and Ms. Paillet gave a combined update on the Interstate Building. It was noted that at the last GID board \$300,000 was pledged to the project, which will get us the mezzanine with stairs and some theatrical items which includes seating. However, we will need to continue our fundraising efforts to raise an additional \$300,000.

Mr. Deffenbaugh shared that we have the demo permit for the Interstate Building, and we should have the plan finalized with Denver Parks and Rec by the end of the month.

Director Weil gave a brief update on the conversations with Denver Parks and Rec. Ms. Paillet will provide a document that highlights the programming efforts at the building.

### **MURAL PROGRAM:**

Ms. Von Guinness gave a brief update on the mural program and highlighted the work of [Bimmer Torres](#) and [Sarah Ortegon](#).

Both murals received wonderful media attention and visitors:

<https://www.denver7.com/news/local-news/new-denver-mural-supports-effort-to-rename-mt-evans>

<https://www.youtube.com/watch?v=laBEEKcFw3Q>

### **ART RINO UPDATE:**

Director Weil shared a debrief of Art RiNo. He stated that weather caused a lot of issues on Saturday however the rest of the week was good. He shared that the mural installations and Luminade were wonderful. Director Merkel noted that even though the weather was bad on Saturday, the artists did a great job bringing in some new pieces - from black lights to augmented reality and ground light work, it was still amazing.

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Director Weil suggests that we schedule a debrief with Westword and Fireside at Five, separately. The financials will be finalized on our side this week. He also stated that we should schedule a meeting by the end of the year that includes all the partners to discuss 2023.

Director Fedrizzi gave some thoughts regarding the Westword Music Showcase. He noted that the weather indeed “killed” the festival as 2 bands bailed at the last minute. This was a rough event for Westword but functionally it went well due to the smaller crowd. He shared that the market is very saturated with events like this so the event itself might need new branding or fresh ideas. All of this remains to be seen.

Director Buck hopes that we talk about Art RiNo again, and we need to ensure that we have more than just mural installations during the week.

### RINO HALLOWEEND:

Ms. Von Guinness shared information on Halloweekend, which can be found [here](#).

### TOOLS FOR THE CREATIVE LIFE:

Ms. Sharpe noted that the next workshop will be held on October 27<sup>th</sup> and the following workshop is scheduled for December 15<sup>th</sup>.

It was also noted that [Denver Arts Week](#) kicks off with First Friday on November 4<sup>th</sup>.

### FUNDRAISING UPDATE:

Ms. Von Guinness & Ms. Pulford gave a very brief fundraising update.

Year	BID	GID	KRW (Gifts)	Total
2019		171,051	146,000	317,051
2020	135,682	655,668	102,319	893,669
2021	355,895	451,433	1,522,363	2,329,691
2022	385,417	319,754	191,378	896,549
<b>TOTAL</b>	<b>876,995</b>	<b>1,597,906</b>	<b>1,962,060</b>	<b>4,436,960</b>

### ADJOURNMENT:

There being no further business to come before the Board and upon motion duly made, seconded, and unanimously carried, the meeting was adjourned.

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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