

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

HELD:

Tuesday, June 11, 2019, at 3:00 p.m. at RiNo Offices, 3501 Wazee St. #109, Denver, Colorado

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:

Justin Croft
Andrew Feinstein
Rachel Rabun
Sonia Danielsen
Diana Merkel

Also in attendance were: Tracy Weil, John Deffenbaugh, and Alye Sharp, RiNo Art District staff; and Molly Veldkamp, NDCC.

Directors Ari Stutz and Bryan Slekes were absent, absences excused.

CALL TO ORDER:

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

APPROVAL OF MINUTES:

The minutes from the April 24 and May 14 Board meetings were reviewed by the RiNo BID Board via email prior to the meeting. Upon motion duly made, seconded, and unanimously approved, the minutes will be posted on the RiNo BID website.

INTRODUCTION TO NEW BOARD MEMBER DIANA MERKEL:

New Board member Diana Merkel introduced herself and talked about her business, P.S. Design.

REVIEW OF FINANCIALS:

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A basic overview of financials was discussed by and approved unanimously by the Board; Mr. Deffenbaugh confirmed that Nelson\Nygaard is now closed out.

RESIGNATION OF JOSH FINE:

Mr. Weil suggested using NDCC to help with outreach for board members for future openings. The board agreed that they should open the application again right now to get the last two board member spots filled. Ms. Sharp will distribute the call to the board once it's up.

PROJECTS UPDATE, *John Deffenbaugh*:

RINO ART PARK BUILDINGS UPDATE:

Mr. Deffenbaugh informed the Board that they're currently replacing the roof of the Interstate building and presented the budget of what's been spent to date.

WALNUT AND 35TH STREETS:

Mr. Deffenbaugh informed the Board that the GID Board approved the funds for 35th Street. He noted that the City also found extra funds for Walnut Street, so they'll start designing and the re-striping/two-way could happen in conjunction with the repaving in the fall of 2020 or spring of 2021. Ms. Veldkamp added that they'll procure consultants hopefully under contract this summer to start having discussions about the remaining loading docks, etc., adding that there could also be some "daylighting" at the intersections, but would probably lose a few parking spots.

Director Croft asked about the signal being the big hiccup, to which Ms. Veldkamp said she talked to the Signal Rebuild Program who should be able to replace the signal directly through that program.

Ms. Veldkamp asked because it looks like Walnut Street is happening now through City funding, would the BID consider changing their contribution to Walnut Street to the 35th Street project instead?

Ms. Veldkamp clarified that the \$200K that NDCC has leftover NOW will be for signing, striping, and signal design for two-way conversion; nothing else would be changed at this point. The \$60K the BID committed to previously is for the longer term vision for Walnut St. to understand challenges, etc. Ms. Veldkamp said they're very confident that they can do the signal, striping, etc. with the \$200K they already have. Director Croft asked if the \$60K will help expedite the

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longer term plan, and Molly said probably not, that that would probably be in the next bond. So Director Croft clarified that if Ms. Veldkamp said that she's confident on that, that the \$60K could be better spent on 35th Street to sweeten that deal instead. The Board continued this conversation after the following presentation.

SIDE STORIES REPORT:

Fiona Arnold, Mainspring Developers

Anne Herring, Mainspring Developers

Sarah Cullen, SideCar PR

Kelly Jensen, SideCar PR

Ms. Arnold of Mainspring Developers kicked off the Side Stories report presentation, noting that their team wanted to circle back not too long after the event to give a recap from their perspective. She noted that the addition of professional PR this year helped a lot with getting the word out. Overall, she's happy with how everything went and thought the event's built on itself, and that Brighton was a better location considering how many people were out. She added that they have some ideas for pop-ups to keep the event and excitement going throughout the summer.

Ms. Cullen of SideCar PR then gave an additional overview, noting that there was more concentration in location of activations this year, and they expanded it to one extra night. She then presented the numbers in terms of applications from artists (70+) and reach on social media, noting that film is such an untapped art market. Ms. Jensen then presented social media numbers and news outlet reach. Director Feinstein asked if they tracked how businesses did this week, to which SideCar said that that's the next layer of what they'll start tracking next year. Ms. Arnold said they feel like they fixed a lot of the things from last year, but next year will be the key year to see if the event gets into the "cultural fabric" of Denver. Director Croft said a big measure of success is how much money is being given back to artists and how many artists submitted applications. Director Croft then asked about how the event starts partnerships with the city to keep growing and elevating this, to which Ms. Veldkamp suggested starting with Arts and Venues. Director Feinstein said that they need to have a bigger conversation with the city about supporting both CRUSH and Side Stories, to which Ms. Arnold said that she considers this the winter CRUSH.

Ms. Arnold presented her idea for pop-ups, to give artists more exposure. One of their ideas was at the airport, stitching together pieces tentatively for March 2020. Dairy Block is also interested in summer activities, and they could do a one or two night pop-ups that advertises RiNo 2020. Film on the Rocks could also be a good place to put a feature upfront. Crested Butte Creative District also asked if they could do one in the summer to have a rural-urban connection.

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Ms. Arnold said they're committed for next year and for it to be bigger. Director Danielsen asked if they could come with their ask earlier to time up with BID budgeting. Director Croft added that it would be best if RiNo could help facilitate connections/matches, to which Director Arnold said the next step is to go after corporate sponsorship, but they need to make sure that they're being strategic with asks because of the amount of events happening in RiNo.

Director Croft asked for the list of artists and how much they were paid – Ms. Arnold said they will send; she said that every artist got paid a \$5000 stipend. Director Rabun added that they don't see much business uptick with CRUSH, but Side Stories did have a substantial impact on them. Director Croft said that the BID should be giving money toward incubating the event rather than just giving money and getting exactly back what they put in.

CONTINUATION OF THE 35TH + WALNUT ST. DISCUSSION:

The board further discussed the Walnut St. and 35th St. projects and reallocation of funds between projects.

The board voted unanimously to approve a motion to move \$60,000 from the Walnut St. project to the 35th St. project (to make the 35th Street project contribution \$127,000 total).

MOBILITY STUDY:

Mr. Deffenbaugh presented the recommendations that came out of the Mobility + Parking Study as well as the next steps and on what they need support from the City. Ms. Veldkamp is consolidating the three mobility studies currently in existence to establish common outcomes, priorities, and delivery mechanisms. Ms. Veldkamp has an ask in to NDCC for an implementation plan that would align the studies. Director Croft asked if Mr. Deffenbaugh feels like he has enough from the plan to where to go next, to which Mr. Deffenbaugh said yes, but will need approval from the BID going forward. Nelson\Nygaard has also given a proposal to go into more detail on the feasibility of the circulator. Ms. Veldkamp said there could be opportunities through the Downtown Denver Moves plan, as they're looking for ways to move people through downtown and beyond.

Mr. Deffenbaugh said he'll come back in the next two-three months with more information.

The board talked about how to disseminate once it's complete – they agreed on a press release and putting in on the website.

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DESIGN REVIEW STANDARDS:

Mr. Deffenbaugh noted that he had a meeting with city last week and the text is currently being revised. He noted that there were about 90 comments from a few different city representatives re: how the different priorities RiNo is promoting fit together with City policy. Director Croft asked if he thought the document was losing a lot of its aspirational qualities, to which Mr. Deffenbaugh said no; he didn't think they would lose anything that was in there.

PARK BUILDINGS:

Mr. Deffenbaugh noted that schematic design is due to be issued June 19; Focus Points kitchen design is nearing completion. He added that the funding agreement is submitted to the city, and he should get the comments by the end of June. He also added that the construction cost estimate is to be rebuilt by early July. The next design phase will commence in early July and the capital campaign will kick-off on June 20. Director Croft asked about fundraising goals, to which Mr. Weil said \$1M by the end of the year.

RECYCLING AND LANDFILL PROGRAM:

Mr. Deffenbaugh said that the draft RFP to empty the trash/recycling has been circulated to the board to review. This RFP will go out to Day Works and Ready to Work.

Director Croft thinks maybe the BID should de-emphasize infrastructure going forward, and start looking at interesting housing models because of displacement.

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-referenced meeting and was approved by the Board of Directors of the RiNo Business Improvement District.

Secretary to the Board