

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

HELD:

Tuesday, September 8, 2020, at 3:00 p.m. at RiNo Offices, 3525 Walnut Street, Suite 40, Denver, Colorado and via Zoom

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:

Sonia Danielsen
Rachel Rabun
Diana Merkel
Andrew Feinstein
Kendra Anderson
Tom Kiler
Justin Anthony
Justin Croft (ex-officio)

Also in attendance were: Tracy Weil, John Deffenbaugh, Marian Pulford, Dori Suess, and Alye Sharp, RiNo Art District staff.

Director Carla Mestas was not in attendance, attendance excused.

CALL TO ORDER:

Director Anthony 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 August 2020 meeting were approved unanimously by the Board.

UPDATES:

Mr. Weil said that they've started the district-wide food, bev, and retail promotion with new signage, but are still refining the full plan. He said the next phase will include activations, which

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they're reviewing with Two Parts tomorrow, but that they're focused on getting people to safely move about the district and patronize small businesses.

Mr. Deffenbaugh presented the previously-reviewed Cooperative Funding Agreement for the park buildings from the packet, noting that It has been revised with Spencer Fane to include new language. Mr. Deffenbaugh said he needs confirmation that the board is happy with the changes, noting that the GID and RAD boards will also be reviewing. Director Danielsen added that they already reviewed and approved the document at the Finance Committee meeting.

The document was approved unanimously by the Board.

Mr. Deffenbaugh added that they're still targeting construction to begin in October.

CRUSH UPDATE:

Mr. Weil said they decided to close the alleys behind the Denver Central Market parking lot to prevent a high concentration of people. He added that they're trying to disperse people throughout the district, so the Spray Can Bar is now in the vacant lot next to the Ramble Hotel, noting that the Black Love Mural Festival will also be doing some pieces there.

Mr. Weil said there have been a lot of extra expenses due to COVID. Director Danielsen said it's been looking good weather-wise and that everything seems to be in order and ready to go.

Ms. Sharp then talked about the programming during this year's CRUSH noting many virtual and youth events.

2021 BUDGETING:

Mr. Weil said they've been working hard on the first draft of the 2021 budget, and it looks like the BID will get about the same amount of funding as last year. Mr. Weil reminded the Board that the first step is to submit a "big bucket" budget to City Council.

Mr. Weil reviewed the bigger budget buckets, noting that they'll flesh these out between now and the end of the year. He noted the budget that goes to City Council is much more high-level.

Mr. Weil said we might want to think about moving the BID board meetings, as they don't typically get evaluations until a little later in the month.

Mr. Weil said his goal for today is to walk through the budget presented to be submitted to City Council. Ms. Sharp noted that there will also be a public hearing on this on the 22nd of this

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month. The Board will officially vote to approve this at the public hearing then will go through City Council.

Mr. Weil went through each line item of the budget, noting what has changed going into 2021.

Some highlights from this review included:

- Marketing support like the website has been an important tool for RiNo and will be upped because of its importance right now during COVID.
- Rethinking the physical RiNo guide, as we had 5,000 extra left over last year. This could include enhanced digital mapping on the website. Director Merkel added that perhaps the guide could include an artist print or fold out poster to make it more of a collector's edition. Director Danielsen also added that maybe they could replace the large guide with a map instead.
- Will continue trash/recycling program, will start cycle racks as well next year.
- Mr. Weil brought up the 38th underpass lighting project, noting that it needs some repair work. Director Danielsen said she thought it was time to remove it.
- Mr. Deffenbaugh walked through park building costs, to which Director Danielsen noted some concerns that she thought the GID should contribute more to the westside projects like the park buildings.
- Mr. Weil said he didn't know yet if Side Stories was happening.

Mr. Weil asked if there were any other general ideas, input, etc. to which Director Merkel said she'd love to talk about an incubator or similar idea.

Director Danielsen said they'll need to spend more time with the budget outside of this meeting, to which Mr. Weil said he'll work with Ms. Suess to make adjustments but the board should think about it and anything they'd want added to it before the public hearing.

Mr. Weil asked if the board feels like they need a second meeting before the public hearing? Director Anthony said if Mr. Weil thinks it requires another discussion after getting input from the board, then they can have another meeting, otherwise they'll just vote at the public hearing.

Mr. Suess said that financials are usually available on the 10th, so the board might want to consider moving meetings to the middle of the month.

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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