

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

HELD: Tuesday, January 19, 2021, at 9:00 am virtually 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:

Jonathan Power
Jonathan Kaplan
Anne Hayes
Sonia Danielsen
Diana Merkel
Anthony Aragon
Gerald Horner
Bernard Hurley
Andy Feinstein

Also in attendance were: Tracy Weil, Alye Sharp, Marian Pulford, John Deffenbaugh, Alex Pangburn, and Dori Suess of the RiNo Art District; Abigail Plonkey of Thrive Experiences; and Molly Thompson, University of Colorado Denver.

Director Elizabeth Nguyen was absent, absence excused.

CALL TO ORDER:

Director Danielsen called the meeting to order.

CONSENT AGENDA:

Minutes & Financials

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

Ms. Sharp talked about organizational docs that will go out by the end of the end of the week:

- Board book
- Organizational calendar
- Google drive

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Mr. Deffenbaugh walked through the organizational slide deck, noting that this includes how the organization works together and incorporates messaging from SideCar PR to convey what RiNo is to outside partners.

Director Horner asked about the committees, to which Mr. Weil said they're working on figuring out the priority committees and then these will slot into this document.

Director Horner also asked about the Google Drive, which Ms. Sharp said will be organized with board documents, agendas, minutes, etc.. Mr. Horner added that it would be nice to have committee information and their work in there for all boards to see and stay apprised.

MICROWAVE PRESENTATION, *Abigail Plonkey*:

Ms. Plonkey (of Thrice Experiences) gave an overview of her Micro-wave event concept, noting that the goal is to support restaurants that need it right now.

Director Power commented that he felt there needs to be a better demonstrated ROI for restaurants right now and that holding an event at the moment could be a tough sell. The board further discussed and thought that this was not a good fit at this point in time, but would consider a possible collaboration down the line.

PARK BUILDINGS:

Mr. Deffenbaugh noted that they'll be sending out the ArtPark update pack each month with site photos, cost updates, and contingency status. Mr. Deffenbaugh walked through the current status of the ArtPark, noting that everything is going along well.

FUNDRAISING UPDATE:

Ms. Pulford walked through the fundraising update, noting that fundraising is down across the board given the pandemic, and given that, she feels good about where they are currently.

She then walked through each 'restriction' line item, including CRUSH and ArtPark and membership.

For the ArtPark capital campaign, she noted that over \$860K has been raised to date and is hoping to raise about \$1M this year. She noted this is a conservative estimate given the unknowns for 2021.

BID and GID UPDATE:

Director Merkel thanked everyone with whom had a one-on-one meeting, as she is relatively new to the board as the BID representative. She informed the board that there is currently a call for BID board members out now and gave an update on big projects coming up for the BID.

Director Hurley also announced that as he is just taking over as GID board chair, he is looking forward to what's ahead.

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UCD AR WALK, Molly Thompson:

Ms. Thompson gave a presentation on the proposed Augmented Reality walk for the Five Points area, walking through the project and work done to date. She noted that this would be focused on the cultural heritage and physical art in the area and walked through the project budget.

The board discussed and noted their excitement and agreed that this should go to the BID for a funding ask.

Ms. Pulford noted that they'd 'own' the AR walk and could contract with the UCD Media Center to update it, so could include murals, etc.

OTHER BUSINESS:

Mr. Weil noted that the annual video is currently being made, and that the date had to be bumped due to COVID exposure of one of the members of the videography team.

Staffing update: Mr. Weil also informed the board that an offer has been made to Adrienne Villa for the Operations Manager position.

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 the RiNo Art District.

Secretary to the Board