

RECORD OF PROCEEDINGS
MINUTES OF THE MEETING
OF THE BOARD OF DIRECTORS OF
KEEP RiNo WILD (KRW)

HELD: Tuesday, March 23, 2021, at 10:00 am via Zoom.

ATTENDANCE:

The meeting of the Board of Directors of Keep RiNo Wild was called and held as shown above with the following directors present and acting:

Jayne Buck
Vicki Sterling
Anne Hayes
Rex Brown

Also, in attendance were Tracy Weil, Marian Pulford, John Deffenbaugh, Dori Sues, Alye Sharp, Alex Pangburn, Adrienne Villa, and Molly Paillet of the RiNo Art District and Kerri Drumm of Purpose Aligned.

CALL TO ORDER:

Director Hayes called the meeting to order.

MINUTES & FINANCIAL STATEMENTS:

A motion to approve the previous month's minutes and financials was vote on and approved unanimously. Director Buck and Director Sterling approved consent agenda.

BOARD STRUCTURE & FOCUS

Director Hayes welcomed Kerri Drumm with Purpose Aligned to present board structure and principals. Ms. Drumm suggested that this board should focus on Fiduciary (funding, advocacy), Strategic (setting goals and mobilizing resources toward execution) and Generative (creative thinking in anticipation of future challenges). This board supports programming via fundraising, fiduciary oversight, advocacy, and ensuring work is mission-aligned.

Mr. Weil discussed what the three primary focuses are for 2021:

1. Fundraising: the ArtPark is main priority
2. New Art Festival
3. DEI (Diversity, Equity, & Inclusion) – this is a priority for the whole organization, neighborhood engagement is key. As the art district has grown, we have seen

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gentrification and would like to focus on engaging the neighbors. Carla Mestas with CIRCLE is offering to help with this but we need someone to champion this.

Director Hayes reiterated that the ArtPark programming will include community engagement. Mr. Weil stated that if there were a particular program, Ms. Paillet would spearhead that connection with community members like teachers, as youth programming comes out of KRW budget.

Mr. Weil reviewed the Board Roles matrix. Here are the key points from the discussion.

- The annual festival is currently not listed on the matrix but upon review, will most likely be listed under KRW.
- Mr. Weil would be the conduit for information between staff and board.
- Staff would develop budget and come back to the board for final approval.
- RAD is responsible for RAD budget based on their initiatives. KRW handles money brought in from programming, such as equity BIPOC grants and mural program.
- RAD handles Support Fund, in which the funds come from the BID. The BID budget corresponds with the matrix. KRW will oversee implementing it for the BID.
- KRW oversees programming - once building is complete. RAD oversees everything prior to that.
- Ms. Drumm recommended that the programs align with our mission. She highlighted that the diligence of this is for KRW board members to focus on the items listed on the matrix under KRW. One of the benefits that this board can be is the link between fundraising and advocacy.
- BID and GID are setup in a way that they have certain categories that they must fund each year. Entrepreneurial for example is a bucket they have but it connects with the budget of RAD & KRW.

Ms. Drumm signed out of meeting and Mr. Weil stated that we are coming up with a strategic plan for the whole organization which will help KRW.

NEW BOARD MEMBERS:

Director Hayes would like to recommend new board members to consider and approve.

After discussion, the board voted unanimously to approve Ms. Sonia Danielson as a new board member, effective immediately.

After discussion, the board voted unanimously to approve Mr. Brent Fedrizzi as a new board member, effective immediately.

The board discussed several other candidates that would be a good fit for the board. Director Hayes suggests that a narrative is created for each candidate. The board agrees to wait to interview further candidates until this has been done.

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EVENT COMMITTEE UPDATE:

Mr. Weil discussed an event that is currently being planned that will complement the ArtPark opening in July. The event would include a series of artist residences and interactive space like MeowWolf, First Friday. Director Hayes and Director Buck suggest that this be used as a fundraising opportunity, in which Ms. Pulford would like to start planning for immediately. The committee that is currently planning this event will have more details that will be presented at the next board meeting.

PROGRAMMING UPDATE AT ARTPARK:

Director Hayes introduced Molly Paillet, ArtPark Director, who will start on April 1st. Ms. Paillet will be working with our partners in this role for programming. Regarding programming, no timelines have been set but Ms. Paillet will be working with Ms. Sharp on outreach in the area and seeing what types of programs neighborhood and partners would like to do. Ms. Paillet noted that several of her ideas: engaging the river, river promenade, community health and environmental opportunities, expand mural program & fringe festival in this area. Director Buck noted that we need to ensure that we discuss with a focus group on ideas that will be beneficial for the neighborhood

Mr. Deffenbaugh went through the update on the park buildings, presenting photos of the current construction process on the site, cost updates, and contingency status. He noted that we are in the 5th month of construction and managing a few issues with Xcel and City of Denver. Director Hayes noted that we are through with the city process and all documents have been signed & completed. Mr. Deffenbaugh will send out the monthly ArtPark update pack going forward.

FUNDRAISING UPDATE:

Ms. Pulford gave a fundraising update, noting that many ongoing conversations are happening with stakeholders and developers however many projects are on hold due to the pandemic. She expressed that the main fundraising push is for the ArtPark.

Mr. Pulford discussed the Mural Program, as we have had great success with it, and we plan to extend the program further in 2022.

Director Hayes would like to know if there is somewhere we can access the locations of the murals. Mr. Weil stated that Ms. Zimmerman & Ms. Pangburn are currently working on a QR code system that will direct foot traffic to mural locations. We are also working with a photographer to document the progress of each mural.

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OTHER BUSINESS:

Mr. Weil introduced Adrienne Villa, new Operations Manager. Ms. Villa will be responsible for all board communication.

Mr. Weil stated that Dori Suess, our accountant who completes the board financials, will present at the next KRW meeting.

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 Keep RiNo Wild.

Secretary to the Board