

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

HELD: Tuesday, April 21, 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
Brent Fedrizzi
Sonia Danielsen

Also, in attendance were Tracy Weil, Marian Pulford, John Deffenbaugh, Dori Suess, Alye Sharp, Adrienne Villa, and Molly Paillet of the RiNo Art District

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 voted on and approved unanimously.

Dori did a brief review, looking at ways to bring in dollars for this board. Since this is a new organization, we are still being formed

Welcome New Board Members

Director Hayes introduced new board members, Director Sonia Danielsen and Director Brent Fedrizzi.

PROGRAMMING UPDATE AT ARTPARK:

Mr. Deffenbaugh shared an update on the ArtPark. Construction is commencing on schedule. Steelwork and decking are being worked on, and the 2nd floor is in place. The timber blocking has been installed to allow artists to hang their artwork, along with the steel trusses for public

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seating. We inherited an existing gas line issue and had to work with Xcel Energy for a new gas line & meter.

Ms. Paillet shared a programming update. A one-page summary of the programming that is drafted out for the rest of 2021 and sketches of what 2022 could look like is currently worked on and will be shared once complete.

Ms. Pulford stated that we are at a place for pricing for events at the ArtPark and are asking for guidance from board members. We have pricing for non-profits but are asking for guidance from board members regarding corporate and private events. Director Fedrizzi will connect Ms. Pulford & Ms. Paillet and Molly with Jennifer at AEG, who worked on fundraising events at Botanical Gardens.

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 Meow Wolf & 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.

FUNDRAISING UPDATE:

Ms. Pulford reviewed the Give Get Agreement. She reminded the board that the reason we ask board members to donate is to show big donors that our board members support our cause. Ms. Pulford discussed the membership levels and stated that membership is specifically for artists, business and people who are physically in RiNo. Friends of RiNo are for people outside of the district and shifted this to KRW

Ms. Pulford shared a Developer Donor update. We focused on the immediate vicinity of the ArtPark and then expanded from there. Ms. Pulford stated that in light of the pandemic, donors have put gifts on hold. She will send the tracking spreadsheet out once updated.

REACTIV UPDATE:

Mr. Weil & Ms. Sharpe discussed the Reactiv programming. This liaison would be between property owners & artists to encourage property owners to give space as little as 500 sq ft. RiNo team will create a one-pager to share as we would like to enhance this to tie in with the mural program, like what we did with the Blac Gallery, IRL for Black History Month as well as Matriarch for Womxns Month.

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BOARD BOOK UPDATE:

We are currently working on the KRW version of this board book. Once completed this will be emailed out to all board members. You will need to review and sign the forms and return to Ms. Villa.

EVENT COMMITTEE UPDATE:

ArtPark Grand Opening: Mr. Weil stated that we have \$120k for this which was approved by BID. The grand opening will September 24-26. The party will focus on neighboring venues, buildings, in tandem we will be doing a VIP celebration “gala” concept and fundraising for the park – picnic in the park for example.

No Vacancy Event: Director Hurley is allowing us to use the building at 3722 Chestnut. Idea is to create artist residency for a few months. There would be 16 artists, \$2500 stipend each, possibly on first Fridays, mural installations, performances, music 4 public events monthly

Mr. Weil was asked how the mural program will interact with the ArtPark grand opening? He stated that the concept is to paint the silos at Arden Mills (in Minneapolis they had indigenous artists). The programming will go hand in hand with this.

OTHER BUSINESS:

Mr. Weil shared the DEI Proposal from Carla Mestas. This will not be a quick process and could take several months to create framework. The budget is \$10,000 and would be split between all the organizations. The DEI Committee would be mostly board members, RiNo staff as well as people in the neighborhood. We are asking for \$2500 for support of this proposal. The board unanimously approved.

Mr. Weil shared the Strategic Planning and would like to release it to the public for bids. We would like this to be done by end of year, and Mr. Deffenbaugh stated this would coincide with budgeting in October. There is no need for a motion to approve until we have a budget set.

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.

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Secretary to the Board