

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

HELD: Wednesday, July 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
Anne Hayes
Rex Brown
Brent Fedrizzi
Sonia Danielsen

Also, in attendance were Tracy Weil, Marian Pulford, Dori Suess, Aye Sharp, Alex Pangburn, 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.

ARTPARK GRAND OPENING UPDATE

Director Fedrizzi and Ms. Pulford announced that they are working behind the scenes to secure a musical act for Friday night. More info to follow once a decision has been made which is within 2 weeks.

Ms. Pulford stated that sponsorship is coming in as well as ticket sales and is asking all board members to purchase their tickets sooner than later. Mr. Weil is working on the Save The Date as well as Press Releases.

ARTPARK CONSTRUCTION UPDATE

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Director Hayes stated that the pre-punch is scheduled for Friday, 7/23 and that final inspection and building turn over would be at the end of the month. Signage should be complete by August. Mr. Weil mentioned that wayfinding would be on Brighton Blvd. however it was suggested that we would signage for parking. Mr. Weil announced that Media Day would be on August 12th, which will include SideCar PR, our partners, and the media.

ARTPARK PROGRAMMING

Ms. Paillet is working on programming for the ArtPark Grand Opening and would like the board to suggest ideas for programming in that area. Director Buck suggested connecting with other community programming to see if there is a chance for cross-park programming. She also suggests community newspapers.

Mr. Weil stated that District 9 office is working on naming the Park and does not want to name it “*RiNo* Art Park” they have asked him to be on the panel on 7/28. This panel would like community input at the grand opening.

NO VACANCY UPDATE:

Ms. Sharpe stated that No Vacancy has had great success with 400 people for first Friday and 4 new artists coming in August. There will be 5 immersive pop ups throughout the summer, which is being sponsored by Ratio. Ms. Sharpe will send out Save The Date invites to the board. Mr. Weil & Director Merkel are meeting in the next few weeks to discuss future locations.

CAPITAL CAMPAIGN:

Ms. Pulford shared that McWhinney will be purchasing a sponsorship, as well as securing one from a contractor. Outreach to developers is actively occurring, as we are trying to get to 60% of our goal, which means \$1M in the next month.

Ms. Pulford stated that Hines rescheduled their tour to August 2021. Mr. Weil will reach out to Sally at Carmel Properties to discuss a sponsorship.

OTHER BUSINESS:

Ms. Villa will send out an invite for the NPU Event on 7/29.

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