

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

**HELD:** Tuesday, May 21, 2019, at 9:00 am at the RiNo Art District offices, 3501 Wazee Street, Suite 109.

**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 Kaplan  
Chandler Romeo  
Adam Gordon  
Andy Feinstein  
Jonathan Power  
Anne Hayes  
Sonia Danielsen  
Tracy Weil  
Vicki Sterling  
Rebecca Vaughan  
Justin Anthony  
Rex Brown

Also in attendance were: Radhika Mahanty, John Deffenbaugh, Eva Zimmerman, and Alye Sharp of the RiNo Art District.

Director Justin Croft was absent, absence excused.

**CALL TO ORDER:**

Director Romeo called the meeting to order.

**APPROVAL OF MINUTES:**

After review prior to the meeting via email, the Board unanimously approved the minutes from the April 16, 2019 meeting.

**FINANCIALS:**

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Mr. Weil said that \$5000 came in from Deep Eddy vodka from last year's CRUSH, which means now there's only about \$3000 left to collect from last year. He noted that RAD is making payments on some things from Side Stories and also on Boxyard Park.

Director Feinstein noted that it's important that RAD has people who are donating unrestricted funds as a package, to which Mr. Weil said that that is the plan.

Mr. Weil said RAD is paying about \$7,000-\$10,000 per month for accounting, and that the Zeppelins are giving us \$2000 per month break on the lease. Director Power said that even with free rent, the store is not doing well, to which Director Hayes said that the Zeppelins are talking with the Mission Ballroom about cross-promotion going into the opening in August. Director Anthony asked if they had done any other planning when discussing the lease, to which Director Danielsen said that there's an option for the park buildings. Director Danielsen said the building next to Crema is also currently open. Director Anthony said that the foot traffic of Zeppelin Station is not going to change any time soon and it could be time to have a frank conversation on our current lease. Director Danielsen said in the building next to Crema, artist studios could also be added to offset some of the rent. Director Gordon said that there could be space in the Temple, as well as above Liberati at about 12,000 sq. ft. Director Sterling added that RAD needs to be thinking about long-term sustainability and self-sustainability.

Mr. Weil said that he will circulate the branding document so that the Board can talk about RiNo's mission to foster and cultivate creativity in the district. He'll also send out key projects – emerging artist fund, CRUSH, RiNo Made Salons, etc. so Board members can discuss how RAD is benefitting the artists and artist community around it.

Mr. Weil and Director Romeo as District President and RAD Co-Chair will go talk to Mickey Zeppelin about the lease.

### **CRUSH:**

Mr. Weil informed the board that they received 428 applications to CRUSH. Robin Munro's been through all of them, and Director Danielsen said she's about half way through. The committee needs to narrow this down to about 80 (plus international artists). There will also be artists working together on collaborations.

Mr. Weil informed the Board that Two Parts is hired to help with event management and they just sent over the final sponsorship deck. He added that the call for walls will go out this week and that curation for local artists should be done by the end of this month. Mr. Weil noted that everything is generally on track.

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### **CAPITAL CAMPAIGN KICK-OFF ON JUNE 20:**

Ms. Mahanty has put together a master sponsor spreadsheet that will be ready to share soon; Ms. Zimmerman said that membership will be a line item for part of the sponsorship.

Ms. Mahanty said they're waiting on the city to approve the gift table before she can start selling anything. Mr. Deffenbaugh added that \$2M of the needed fundraising is for construction costs, and that anything above and beyond is for programming. Director Sterling said programming should be built in to the required fundraising amount so that there's not nothing left over for programming once the building is built.

### **RiNo ART PARK BUILDING UPDATE:**

Mr. Deffenbaugh reviewed the BID and GID capital budget reconciliation, going over all the projects the BID and GID are currently committed to funding.

He then reviewed the updated renderings of the Art Park buildings. Director Anthony asked about tenant commitments, to which Mr. Deffenbaugh said that they're meeting with RedLine Gallery tomorrow to talk about pinning down the design, but that they have LOIs from all the partners already.

Mr. Deffenbaugh also informed the Board that they're working with CU Denver to see if they can use students to help with the Interstate building design.

### **TRASH AND RECYCLING PROGRAM:**

Mr. Deffenbaugh presented the trash and recycling can design he's been working on with the company Site Pieces. He noted that they would cost about \$1.3K per product. He then presented the draft map of where trash and recycling cans would go on the east and west side. Director Feinstein asked about permitting, to which Mr. Deffenbaugh said that's the next thing he's working on. Mr. Deffenbaugh said they'll do an RFP for who will empty the cans – either Denver Day Works or Ready to Work. Director Romeo asked about the budget, to which Mr. Deffenbaugh said that the BID and GID will both pay for it. He then presented the timeline, noting that installation is targeted for Q4.

### **PROJECTS UPDATE:**

Mr. Deffenbaugh presented the following updates:

**Walnut St./35<sup>th</sup> St.:** Opportunity for NDCC to find funding for these – BID approved some funding for Walnut St. design, hopefully GID will approve funding for 35<sup>th</sup> Street design tomorrow.

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**Chestnut Place:** 30% design has been submitted to the city for technical review.

**Design Review Standards:** Meeting with Jeff Brasel on May 23 for final responses and comment from the city.

**Mobility study:** Hoping to finalize by the end of the week.

### **501(c)(3) UPDATE:**

Ms. Sharp noted that everything is submitted to the attorney, just waiting to get confirmation of submission to the IRS.

Director Feinstein noted that there is a tribute to Marty Chernoff at EXDO on August 4 and that everyone is invited.

### **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.

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Secretary to the Board