

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

HELD: Tuesday, October 20, 2020, at 9:00 am at the RiNo Art District offices, 3525 Walnut Street, Suite 40 and 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:

Gerald Horner
Bernard Hurley
Sonia Danielsen
Anthony Aragon
Elizabeth Nguyen
Jonathan Power
Andrew Feinstein
Anne Hayes
Jonathan Kaplan
Justin Anthony

Also in attendance were: Tracy Weil, Marian Pulford, Alex Pangburn, John Deffenbaugh, Dori Suess, and Alye Sharp of the RiNo Art District; Gordon Robertson, Denver Parks and Recreation; Ann Sabbah and Nancy Larned of the Denver Fringe Festival.

CALL TO ORDER:

Director Danielsen called the meeting to order.

REVIEW OF MINUTES:

Minutes from the August and September board meetings were reviewed prior to the meeting by the board and approved unanimously.

FINANCIALS REVIEW:

Ms. Suess reviewed the financial statements from the prior month with the board, noting that the RAD has a current bank balance of \$338K.

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She added that the District's PPP loan applied for during the pandemic was still pending, but will be forgiven.

Mr. Weil noted that the dust is still settling on CRUSH and they're still waiting for some AR to come in from that. He said they'll probably land a little in the negative for CRUSH, but have a meeting with Two Parts at the end of the month to settle up and will have more details then.

Ms. Suess said there was a supplemental report, noting that there is a little over \$6K left to give out from the microgrants. She also added that there is a lot of recorded income as of September 30, but have a lot of bills to be paid, like the lifts from CRUSH.

BUDGET UPDATE:

Mr. Weil and Mr. Suess went through the budget vs. actuals from 2020, and are crafting a 2021 budget. He said they're still trying to finesse a few things and need to run it through staff, but then it will be on the agenda for next board meeting. He also noted they've cancelled the December meeting and moved it to November to finish the budget.

Ms. Suess said the grants and fundraising is up over 260%, to which Director Feinstein asked about everyday expenses, not just fundraising, grants for the ArtPark. Director Power resounded that generally the organization is running in the black.

Mr. Weil said they're having their first Keep RiNo Wild 501(c)(3) board meeting soon and reviewed the board members that will be a part of that organization. Mr. Weil said he's working on management agreements for each of the organizations as well.

Director Hayes noted that they're working with a group focusing efforts on Veteran homelessness that got a grant from Kaiser to connect with City of Denver. Their whole idea is they keep a database with people who are homeless and connect them based on individual needs with services. They've been extremely successful in other cities and have a small working group here. More information to come on that as they keep working.

ARTPARK UPDATE:

Mr. Deffenbaugh gave an update on the ArtPark buildings, reminding everyone that they approved several key documents at the last meeting. He said loan docs are ready to be closed and that there will be additional documents to be signed by board officers next week, specifically loan docs, approval resolution, and the cooperative funding agreement.

Mr. Deffenbaugh added that the lease agreement with the City & County of Denver is negotiated and ready to go, beginning late November early December.

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He also added that construction should begin before the lease is signed by end of the month.

Director Hayes asked who would be presenting this to City Council, to which Mr. Deffenbaugh said it will be Parks and Rec. Mr. Deffenbaugh added that they gave Councilwoman CdeBaca and Chief of Staff Lisa Calderon a tour of the buildings a couple of months ago.

Gordon Robertson of Denver Parks and Rec joined the call and confirmed that they would be starting construction before the final lease agreement is signed. Mr. Robertson was there for questions and concerns over what Mr. Deffenbaugh presented. Mr. Robertson reiterated that it's been a great cooperative process and he believes there is strong Council support.

CRUSH WALLS:

The board discussed the future of CRUSH and agreed that it's time to sever ties. Mr. Weil said there's an opportunity to expand this from just murals to other things, with Director Anthony adding that Mr. Weil and Director Danielsen should put together a memo that talks about CRUSH's weaknesses and criticisms, and assets and opportunities moving forward to be considered in terms of what comes next.

PR:

Mr. Weil informed the board that they've been working with a PR firm to be more proactive about messaging all the great things RiNo is working on, including the park buildings and support fund, etc.

FUNDRAISING UPDATE:

Ms. Pulford said she sent the Board an update in an email the end of September and had a great month fundraising for the ArtPark and CRUSH. Now that CRUSH is over, 100% of her attention is on the ArtPark. She also noted that she's had a lot of tours and meetings with major stakeholders and things are really moving along well in terms of discussions for folks making major contributions. They're going back to their leadership teams and waiting on amounts, but have gotten verbal confirmation that there WILL be donations. Ms. Pulford also added that grants are a little slow just because they've been redirected to COVID-specific relief.

STREET CLOSURE UPDATE:

Mr. Deffenbaugh said that the city has extended the street closure program through Halloween 2021, with the requirement to reapply every 90 days. He said they're planning on keeping these active as they have been a great success.

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FRINGE FESTIVAL:

Mr. Weil generally reviewed the Denver Fringe Festival, noting that RiNo is interesting in partnering next year. Director Aragon said because of all the work they've done to engage youth and families, he wanted to know beforehand if the festival is family-friendly? He said he wants to be mindful that they've been trying to do a better job of engaging families in the surrounding communities.

FRINGE FESTIVAL:

Ms. Sabbah and Ms. Larned introduced themselves as founding members of the Fringe Festival. They walked through the festival's mission and vision. They noted that the Fringe performance is not what you see in theaters, is more experimental and allows more people to be able to experience art and performance and that it is built on engaging the community.

They also added that the virtual component has allowed them to attract people from outside of Denver and want to continue this in years going forward.

She highlighted this year's event, noting that there were 100 artists involved in June and at least 50% were local to Denver and Colorado.

To Director Aragon's point, they also noted that a lot of festivals do a Kids' Fringe and they want to do this going forward.

Finally, they added that they're Looking at 5 venues with up to 30 shows for June 24-2, 2021 and will be selling up to 1000 tickets at an affordable cost. RiNo businesses would be engaged to participate with specials etc. called Fringe Benefits.

Mr. Weil said they'd like to discuss how RiNo could be involved in the festival as a sponsor or partner for next year and that they would incorporate kids' events and visual art as well in terms of galleries that could also host events or performances to bring people into the galleries.

Mr. Weil added that right now the BID funds \$250K toward the CRUSH event, with the GID funding \$50K. Mr. Weil said the BID also has additional funding in that category such as Side Stories for \$40K, but that's not happening in 2021. He thinks that \$50K would be a good amount to fund fringe and still have additional dollars to fund our own festival or art thing. From here, he can request the funds from the BID board.

ADJOURNMENT:

There being no further business to come before the Board and upon motion duly made, seconded and unanimously carried, the meeting was adjourned.

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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