



## RECORD OF PROCEEDINGS

### MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS OF RiNo BUSINESS IMPROVEMENT DISTRICT

#### HELD:

Wednesday, March 27, 2024, 3:08 p.m., Zoom

#### ATTENDANCE:

The meeting of the Board of Directors of the RiNo Business Improvement District, City and County of Denver, Colorado was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Diana Merkel  
Jevon Taylor  
Adam Larkey  
Carla Mestas  
Obe Ariss  
Alison Nestel-Patt  
Danny Newman  
Jason zumBrunnen  
Spencer Fronk

Staff Present: Alye Sharp, Sarah Cawrse, Adrienne Villa, and Ed Rapp with RiNo Art District.

#### CALL TO ORDER:

Director Merkel called the meeting to order.

#### PUBLIC COMMENT PERIOD:

Director Merkel explained that this is a public meeting and there is a process that public attendees must follow during the public comment period. The Board Chair will open the public comment period and will call on attendees to speak in order they signed up via Zoom chat. Each speaker will get three minutes to speak with no interruptions and the comment period is capped at 10 minutes or the equivalent of 3 speakers.

Public Speakers: Sonia Danielson.

#### VOTING MATTERS:

*Approval of BID Board Minutes* – The February 28<sup>th</sup> and March 13<sup>th</sup> Board Meeting Minutes were unanimously approved by the BID Board Members who were present at those meetings.

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*Approval of BID Financial Statements* – The February 2024 BID Financials were unanimously approved by the BID Board Members who were present at those meetings.

*Clean Team Ambassadors RFP* – Ms. Cawrse gave a brief update on the process in hiring a vendor to perform cleaning and maintenance services within the GID & BID boundaries.

- RFP open from March 11 – March 27
- Public RFP distributed via the RiNo [website](#), IDA website, and announcements
- Looking for 1-2 representatives from both the GID and BID to be part of a selection committee to assist with reviewing proposals, interviewing candidates, and selecting a vendor
  - BID Director Fronk was nominated to be on the selection committee.
- Reviews should occur between March 28 – April 5
- Potential interviews will be conducted as needed and dependent on the selection committee's and interviewee's schedules
  - It was noted that this team will be representatives of RiNo Art District and should be able to engage and assist with the community and business owners.
- Ms. Cawrse added that Denver Works has not responded to the RFP.
- It was added that a communication plan will include a social media kickoff on the RiNo website and Instagram, as well as the newsletter.

Director Merkel motioned to approve Spencer Fronk as a selection committee member to evaluate proposals with RiNo staff, interview candidates, and select a vendor, and to authorize RiNo staff to enter into an agreement with the selected vendor that does not exceed \$270,000. The motion was seconded, and the board unanimously approved.

*BID Renewal Process RFQ* – Ms. Cawrse gave a brief update on the process in hiring a consultant to assist with the BID Renewal Process, including community engagement and facilitation.

- RFP open from March 11 – March 21
- Public RFP distributed via the RiNo [website](#), IDA website, and announcements
- Looking for 2 representatives from the BID to be part of a selection committee to assist with reviewing proposals, interviewing candidates, and selecting a consultant
  - BID Directors Alison Nestel-Patt and Danny Newman were nominated to be on the selection committee.
- Potential interviews will be conducted as needed and dependent on the selection committee's and interviewee's schedules

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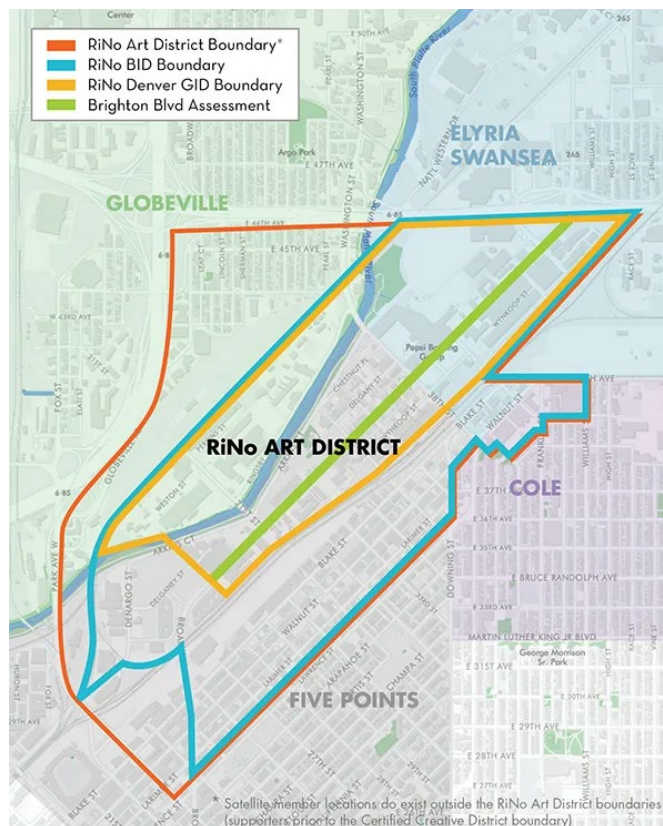
Director Merkel motioned to approve Alison Nestel-Patt and Danny Newman as selection committee members to evaluate proposals with RiNo staff, interview candidates, and select a vendor; and to authorize RiNo staff to enter into an agreement with the selected vendor that does not exceed \$60,000\* (\*Note: Funding comes from BID line item 83xx Planning \$62,500). The motion was seconded, and the board unanimously approved.

**INFORMATIONAL MATTERS:**

*New Board Members* – We would like to welcome the new BID Board Members who were voted in at the last meeting: Alison Nestel-Patt – Formativ, Danny Newman – Empire Collective, Jason ZumBrunnen – Ratio Beerworks, Spencer Fronk – Number 38.

Ms. Cawrse provided a quick overview of the BID Board. She will schedule follow-up conversations with all the new board members later. As a reminder, the Board Retreat is April 18<sup>th</sup>, and a meeting invite has been sent to each board member. All board members are requested to be in attendance.

*RiNo Art District Overview* – Ms. Cawrse provided an overview of the RiNo Art District. Four Organizations that work together to fund projects, initiatives, and programs. Each organization has a board of directors and the RiNo staff’s work is directed by the boards.



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- **RiNo Art District – Nonprofit 501(c)(6)**
  - Membership organization
  - Ensures cohesion across all entities and the delivery of initiatives in an equitable and community-driven manner
- **Keep RiNo Wild – Nonprofit 501(c)(3)**
  - Focused upon education, community benefit, creative programming
- **General Improvement District – Special Tax District**
  - Special tax district focused upon public realm enhancements within its statutory area of focus
- **Business Improvement District – Special Tax District**
  - Focused upon business and creative support, mobility, and public realm improvements
  - Created in 2015 to fund projects, initiatives, and programs in four key areas:
    1. Advocacy
    2. Placemaking
    3. Marketing and Branding
    4. Supporting RiNo’s Artists, Creatives, and Businesses
  - BID assesses commercial property (29%) at 4 mils for 2024. Example:
    - Property value: \$1,000,000
    - Assessed value: \$1,000,000 x 29% = \$290,000
    - 4 mils: \$290,000 x 0.004 = \$1,160
    - Taxpayer \$ to BID: \$1,160
  - 2024 Budget/Revenue: \$2,834,203.38
  - 2024 Available Resources: \$3,324,256.12
  - BID Priorities - Implement RiNo’s mission and goals informed by the Strategic Plan and the BID’s Services:
    - Advocacy: Unified voice of RiNo on all matters related to preserving and advancing the district’s unique character through representation, promotion of planning and development, policy, and partnerships
    - RiNo Branding, Marketing, Activation: Facilitate the development of the RiNo brand, as well as creating and delivering an experience that encourages locals and visitors to explore RiNo through marketing, events, and programming.
    - RiNo Placemaking: Retain the unique urban and industrial character of RiNo, integrating culture and creativity into the environment, delivering appropriate enhancements to the public realm, adding pedestrian amenities, and activating the area.
    - Business Support for RiNo Creatives and Entrepreneurs: Take a leadership role in keeping RiNo affordable and promoting its local talent, creatives and entrepreneurs through advocacy, programming, and direct support,

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amplifying the creative and cultural offer in the district, and promoting economic vitality.

- The BID provides enhanced services and improvements that are supplementary to what is provided by the City and County of Denver.
- BID Board
  - Board Members – may be on the board for up to two three-year terms
  - Board develops a work plan and budget for each year
  - Budgeting process occurs over the summer
  - Board will vote in September 2024 whether to renew the BID, and if it's renewed, they will vote on the work plan, budget, and mill levy.
    - Budget packet is sent to the city by September 30
    - Budget packet is finalized and sent to City Council for formal approval
  - Monthly meetings
  - Decisions are made at board meetings
  - Approve spending or contracts > \$10,000
  - Directs RiNo staff work and ensures work implements RiNo's mission and Strategic plan, as well as the BID's services

*Staffing Updates* – Ms. Cawrse shared a list of the current list of RiNo Staff.

- Sarah Cawrse, Executive Director, Urban Strategy & Design
- Alye Sharp, Executive Director, Programs & Partnerships
- Ed Rapp, Chief Financial Officer
- Molly Paillet, Programs Director
  - Ms. Paillet's last day will be April 1st. We are currently seeking applications for a Programs Manager.
- Adrienne Villa, Finance & Operations Manager
- Brittany Ross, Membership Manager
- Rob Gray, Facilities & Events Manager
- TBD, Associate Urban Designer
  - This job will be posted later.

*DENVER WALLS Update* – Ms. Ally Grimm provided a 2023 recap, attached. It was noted Denver Walls will stay within the boundaries of the district. To date, Ms. Grimm noted that Denver Walls has received over 600 artist applications.

Director Fronk added that he would like to be part of Denver Walls and requested to be connected via email through Ms. Cawrse.

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It was also noted that there will not be a board committee for DENVER WALLS. Ms. Cawrse shared that there will be updates at each board meeting.

*2900 Block Larimer Street* – Engineering consultant is finalizing the mobility study. Once the final version is done, it will be sent to the City for their review.

*Urban Forest Master Plan* – Waiting for the City to release their new design guidelines/standards for tree plantings. Align recommendations with the City’s requirements and finalize master plan. Identify and initiate first phase of implementation and/or a long-term program. This would use 2024 budget.

*Upcoming Meetings* –

- Thursday, April 11 – RiNo Talks
- Thursday, April 18 – All Board Retreat
- Wednesday, April 24 – BID Board Meeting
- Tuesday, May 14 – RiNo Annual Meeting

**OTHER BUSINESS:**

There is no other business to discuss.

**ADJOURN:**

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-referenced meeting and was approved by the Board of Directors of the RiNo Business Improvement District.

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Secretary to the Board