

RECORD OF PROCEEDINGS
MINUTES OF THE MEETING
OF THE BOARD OF DIRECTORS OF
RiNo BUSINESS IMPROVEMENT DISTRICT

HELD:

Tuesday, September 24, 2018, at 3:00 p.m. at RiNo Offices, 3501 Wazee St. #109, Denver, Colorado

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:

Justin Croft
Sonia Danielsen
Tracy Weil
Rachel Rabun
Tai Beldock
Bryan Slekes
Andrew Feinstein

Also in attendance were: Jamie Giellis and Alye Sharp, RiNo Art District staff.

Directors Ari Stutz and Josh Fine were absent, absences excused.

CALL TO ORDER:

Director Croft noted for the record that a quorum was present, and on behalf of the Board, called the meeting to order.

APPROVAL OF MINUTES:

The minutes from the August 14 Board meeting were reviewed by the RiNo BID board via email prior to the meeting. Upon motion duly made, seconded, and unanimously approved, the minutes will be posted on the RiNo BID website.

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BRIEF UPDATE ON 27TH STREET:

Ms. Giellis provided the BID Board with an update on the 27th Street stormwater drainage project, noting that the City has created a community working group, as well as a sub-group working on more strategic components during construction; the group has met once already. She added that the city is finding a way to commit funds above and beyond – but overall Ms. Giellis thought the first meeting went well.

Director Beldock also requested to be on the group.

Ms. Giellis introduced Tony Curcio, representative for the project's contractor, Iron Woman. Mr. Curcio confirmed that construction will begin when the baseball season is over and must be done with the project by March 15. Ms. Giellis clarified that they must be past Walnut Street by March 15, and past Larimer by May 15. Ms. Giellis added that funding is identified to continue the project on to Five Points and that the city will try to build it all in one go.

Director Croft asked what the scope of Iron Woman's contract is, to which Mr. Curcio replied that they are the General Contractor, clarifying that Public Works is subbing out the entire project to Iron Woman.

Ms. Giellis said they're working on some creative signage in the working group with infographics, etc. including ID'ing uber and lyft spots. Mr. Curcio added that the BID should talk to the city to include the contractor in the work – he wants to make sure that they have someone to liaison and convey information between the city and the district.

Director Beldock asked about extended working hours, to which Mr. Curcio responded that he doesn't know anything yet, but will follow up with the BID Board. Ms. Giellis mentioned that the working group will meet again once they have a better idea of the Rockies schedule and when the season will be over.

QUICK CRUSH RECAP:

Ms. Giellis informed the board that all the final numbers are still coming from Station 16. She added that the draft profit and loss statement from accounting is ready, but needs a little work before being presented to the Board. Ms. Giellis noted that it looks like the event may have exactly broken even, but still have to account for merch and some other little things. She also added that RiNo landed at \$615K for fundraising.

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Ms. Giellis told that Board that there are a number of things that need to be addressed as CRUSH moves forward under RiNo's leadership and will be addressed at the October board meeting. She noted:

- Station 16 solidly delivered their on-the-ground events and activations – diversity of events and people who showed up was fantastic
- Great feedback coming in via community survey
- Overall, headed in the right direction, but still work to do
- Management side of things - some things Station 16 did really well, and some things not so well:
 - New creative ideas and great artists
 - Organizational and delivery perspective – consistently late which put stress on organization and staff, and things that would have been better managed in-house
- Social media content was great, but some communications could have been better managed by our team

Ms. Giellis noted that many lesser-known local artists were discovered over the course of the week.

Director Feinstein discussed having a long-term plan where we have secured funding over years instead of asking for money starting at zero every year, to which Ms. Giellis responded that there were plans for this.

Finally, Ms. Giellis added that there was a significant rise in tagging the week after CRUSH, but that all murals have been fixed.

Director Croft added that he thinks that the CRUSH social media should make sure they cover a lot of the local artists over the next year.

2019 BUDGET:

Ms. Giellis reviewed the budget printout the way it has to be reported to the City of Denver, adding that the BID must report previous year's final actual budget, budget/actuals through end of August 2018, plus expected budget through the end of the year, then proposed budget for 2019.

Ms. Giellis informed the Board that this year's Assessed Values for the BID came in just under \$280M, meaning that at the 4 mill assessment, 2019's budget will be just over ~\$1.1M. She added that there is just under ~\$20K anticipated carryover from this year including 35th street, signage and wayfinding, and park buildings; however, some of that money might not be spent

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until 2019, meaning there would be even more carried over than anticipated. She added that DURA also gives the BID TIF carryover, and specific ownership taxes, as well as a few local grants, so the total budget will be even higher than the \$1.1M collected in assessments.

In reviewing the proposed budget and work plan for 2019, Ms. Giellis noted that she's proposing a slight increase in administrative and programming costs, office expenses, as well as a slight increase in accounting and tax services (currently outsourced), but that everything else is about the same as this year's budget.

Ms. Giellis reviewed some budgeting notes from the packet for the Board, including how much the total organizational (including RAD and GID) budget will be in 2019.

Director Croft added that he thinks things should be much more mapped out going into 2019 in terms of projects and planning.

The Board discussed the current administrative outline and what makes sense for positions at RiNo in 2019. Ms. Giellis noted that she also organized the five buckets to be funded by the BID with projects under each bucket. She'll type everything up, but will leave up the big post-it notes outlining the buckets for the rest of this and next month's board meetings for discussion.

She noted that the BID will meet again at the regularly scheduled time in October, at which Ms. Giellis will present job descriptions and a consolidated budget.

Director Croft noted that he suggests that affordability should be a large priority, also putting together bigger programs to support small business owners and artists such as paying for trips and collaborations.

There was a motion to approve the mill levy (4 mills), budget, and work plan for 2019, with more details to be added and discussed before 2019:

Unanimous vote to approve as presented by Ms. Giellis to submit to the City with more details to come before the end of 2019.

At this time, the regular Board meeting was adjourned and the public meeting was opened to the public. However, being no members of the public present, the final budget is approved and the public hearing is 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