

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

HELD: Tuesday, July 17, 2018, 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:

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

Also in attendance were: Jamie Giellis, Eva Zimmerman, and Alye Sharp of the RiNo Art District; Carlo De Luca, Christian Barreto Salgado, and Catherine Juneau of Station 16 Gallery; Robin Munro of CRUSH; Emily Cope of GRACe Studios; and John Maikowski of Converge.

Directors Jonathan Kaplan and Adam Gordon were absent, absences 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 June 19, 2018 meeting after one minor edit.

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FINANCIALS:

Ms. Giellis reviewed the financials for both the RiNo Art District and RiNo Made store noting that she's not going to spend much time on the financials this meeting since too much was spent on them at the last Board meeting. She added that she and the accountant are currently working on projections for what cash will be needed to get through this year, noting that she thinks the BID and GID will need to put in extra dollars for administrative costs such as accounting, etc. She also added that there were significant one-time costs from moving, equipment, etc. that wasn't forecasted before. Ms. Giellis said that once she and the accountant can lock down the forecast for the whole year, Ms. Giellis will make the ask.

Concerning the RiNo Made store, Ms. Giellis said that this was the first month that the artists were paid out of the RiNo Made account instead of the RiNo Art District (Accounts Receivable). In terms of actual Profit & Loss for the RiNo Made store, Ms. Giellis said that in terms of total income, since March we were on an upward trajectory, with income a little lower in June. However, she added that gross profit has gone up continuously since RiNo moved into the store, with the average amount of the sale also going up. She also added that the bestselling vendors include featured artists, noting that this has been a successful move. Finally, she mentioned that Store Manager Alex has been doing a great job with events, adding that there is currently a RiNo Made pop-up in Watercourse.

CONVERGE AND RiNo CHALLENGES WITH CREATIVE SPACE:

Director Weil introduced John Maikowski from Converge to discuss ways RiNo might be able to work together for creative space.

Mr. Maikowski introduced himself and gave an overview of Converge, a RiNo multidisciplinary creative co-working space. He then elaborated that Transforming Creatives is a new entity created to look holistically at the health of creatives (professional development, personal development - mind, body, soul) all within the context of purposeful community; Converge will go under this umbrella. He noted that he wanted to share this news with the Board, but also wants to know how they can support RiNo with the new entity and initiatives. He added that he knows one big concern is affordability, which aligns with what they're working on with Transforming Creatives.

Director Hayes asked Mr. Maikowski how they currently get the word out to the creative community, to which he responded mostly through social media, but usually through existing artists and members involved.

Director Weil added that he thought there also might be some programming opportunities with the new park buildings, to which Mr. Maikowski said he's currently in talks with Chris Gyorgy from the Public Library.

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Director Hayes asked what kind of support he thought was most important for creatives right now, to which Mr. Maikowski answered that affordability is one of the biggest concerns, but also building community and connection of supportive people, adding that there are currently 45 creatives across disciplines involved in his program.

Ms. Geillis reiterated that she thought there was opportunity with the park buildings and that the Board would be in touch.

APPROVAL OF SIGNERS FOR THE RAD BANK ACCOUNT

Ms. Giellis explained to the Board that Collegiate Peaks needs new proof of signers for the RAD bank account due to their recent acquisition by Glacier.

A motion was made that the RiNo Art District signers will be Chandler Romeo as Co-Chair, Andrew Feinstein as Co-Chair, Jonathan Kaplan as Treasurer, Jamie Giellis as President, and Tracy Weil as Co-Founder, respectively. The motion was approved unanimously by the Board.

COLORADO COMMUNITY SUPPORT ART BOX (CSA):

Emily Cope

Emily Cope, an artist at GRACe, presented to the Board about a proposed CSA which would provide members with a box of artwork each season of the year, with members subscribing at different tiers. She mentioned that the hope would be to provide artists with a consistent source of income, foster growth of the greater art community in both RiNo and Denver, and curate high quality art that's unique to the program.

Ms. Cope added that they're looking for artists who have a strong community focus, and are open to ideas from the RiNo Art District on other ways to make this program a success. She added that their hope is to obtain full sponsorship by August.

Director Romeo asked if an artist could design the packaging in addition to the pieces inside and price the package higher, to which Ms. Cope responded that this was a good idea worth exploring.

Ms. Cope noted that she has a meeting with the Small Business Development Center lined up and will continue talking with Paul Bindel (a partner on the project) and Director Weil to finalize the budget, business plan, etc., after which she'll follow up with RAD.

Ms. Giellis added that the RiNo Made store staff has capacity to help on this and that they could possibly align the opening of the CSA sales with CRUSH.

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GOOD NEIGHBOR AGREEMENT (GNA) w/ PEDAL HOPPER + FORMATION OF GNA COMMITTEE:

Ms. Giellis reminded that Board that there's been an ongoing discussion re: the pedal hoppers in RiNo and their overwhelming influx, sitting in bike lanes, etc. Ms. Giellis said they had a meeting, but it's been a bit confrontational. Ms. Giellis added that she left the ball in their court as to whether or not they want to sign a GNA with RiNo.

Ms. Giellis reminded the Board that they've talked about having a GNA Committee in place that would handle matters like this and that the committee would then make a recommendation.

Director Feinstein added that he'll be talking to the owner of the pedal hoppers today and will try to get them to sign. Director Romeo said she thinks we need a committee to draft the GNA and liaison these meetings as an RNO type of situation. Director Croft asked what the purpose of the committee would be, to which Ms. Giellis responded that they would generally draft the GNA and meet with new businesses to discuss. Director Power added that he thought RiNo should not be involved with every business that comes into the neighborhood with a liquor license.

Director Anthony added that GNAs don't hold much teeth unless they're created prior to or in conjunction with a liquor license and asked if it's necessary to have a blanket GNA for all businesses coming in. Ms. Giellis responded that it was about equitability and giving businesses each the OPTION to sign a GNA when they come in.

Ms. Giellis said she gets informed of all liquor licenses and dockless mobility, etc., but never hears about pedal hoppers getting licensed. She thinks they should at least come through RiNo to comment on like the other licenses.

Director Croft stated that he thinks two things need to happen: GNA subcommittee needs to happen and also need to start looking at policy around the pedal hoppers' licensing. Director Feinstein reminded everyone that we should start with his conversation with the owners later today.

Ms. Giellis suggested that instead of having a committee, we could just have a section on the agenda where it comes to the Board every month. She added that for now, she'll work on policy with the City and Andy will talk to the owners of the pedal hoppers. She also added that the GNA will also go to the other pedal hopper companies.

CRUSH 2018

Ms. Giellis reminded the Board that it's seven weeks from the CRUSH event and there are currently a lot of moving pieces. She mentioned that this is the biggest undertaking RiNo's

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taken on and there is a big fundraising lift still to do, adding that it will be “all hands on deck” to make it happen.

The Station 16 team and Robin Munro, who are curating and planning the event, gave an overview of the artists and locations committed.

Ms. Giellis added that the original budget was \$600,000, but the event will need more than that to get to the finish line. Ms. Giellis reviewed the \$415,000 worth of confirmed sponsors, and presented a list of people they’re also in serious discussions with for a total of over \$200,000.

The CRUSH team also showed a couple of video teasers and informed the Board that the press conference to announce the artist lineup is scheduled for July 26 at Zeppelin Station; the lineup is now complete with international and local artists, as well as the zones.

Director Croft reiterated that the two big things left are fundraising and social media/communications strategy. Ms. Juneau of Station 16 noted that they already have a communications strategy planned, including using the graphic and community engagement around hashtags. She mentioned that they want to do a major takeover as well, as well as highlighted interviews, etc. with lots of other ideas.

Ms. Giellis noted that the big ask now is how the Board can chip in to get us over the line for the fundraising piece; Ms. Giellis is playing point of contact for this. Ms. Giellis challenged each Board member to find \$5-10k worth of sponsorships.

Director Anthony suggested that a GoFundMe or other crowd source funding might be a good addition to the larger fundraising.

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.

Secretary to the Board