

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

HELD:

Tuesday, April 9, 2019, 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
Rachel Rabun
Andrew Feinstein
Ari Stutz
Bryan Slekes

Also in attendance were: Tracy Weil, John Deffenbaugh, Radhika Mahanty, Robin Munro, and Alye Sharp, RiNo Art District staff; Molly Veldkamp, NDCC; Casey Berry and Ben Reisler, Two Parts; and Justin Anthony, RiNo Art District Board.

Director Josh Fine was absent, absence 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 March 12 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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CRUSH FINANCIALS:

Director Danielsen reviewed the final CRUSH financials she passed out, noting that there were a lot of moving pieces and parts with the financial recap of last year. She reviewed that \$699,012 in sponsorships, store revenue, BID + GID money, and some alcohol sales were collected, noting that that was pretty good considering that they didn't really start looking for sponsors until June.

She stated that the contract with Station 16 was \$600,000 of the expense, noting that they did not complete a lot of what was promised in the contract. She also added that RAD paid a lot of the expenses that should have been paid by Station 16, in the tune of ~\$103,000. Director Croft noted that if it wasn't specified in the contract, it would be hard to ask them to pay it. Director Danielsen said that last year, the BID paid Station 16 the first payment, which made it more complicated. She said that going forward, the money given by the BID will go to RAD and then to the vendors from there, but never directly to the vendors again. She also said that Station 16 never gave us an exact accounting, although it's been asked for.

Director Danielsen said that it's important to know what happened with 2018 before making decisions for 2019 and she feels 99.99% comfortable that this accounts for everything.

Director Danielsen said that \$500-\$1500 was paid last year to each local artist, but this year they hope to get them more, with more going to local and less to international.

DESIGN STANDARDS:

Mr. Deffenbaugh reviewed the updated Design Standards with the Board. He noted that printing is now \$3,000 instead of \$7,000, to which Director Danielsen asked if John could find out the unit costs for only printing 50, 100, and 200. Director Croft added that there will probably be changes, so 200 might be too many.

MOBILITY AND PARKING PLAN:

Mr. Deffenbaugh said that he has a call set up this Friday to finalize the plan and presented the latest draft. He said that it's now a much more useful document than it was. He'll have another update at next month's Board meeting.

TRASH + RECYCLING PROGRAM:

Mr. Deffenbaugh said that Site Pieces is working pro bono to develop trash can designs. He'll have costs to present some time at the next couple of meetings – has been exploring with other

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districts and options for getting them emptied. Mr. Deffenbaugh said that RiNo could also engage people through social media to vote on color options. He said they could have them completed by this fall once locations are agreed on.

PARK BUILDINGS:

Mr. Deffenbaugh said that conversations around the park buildings are still going well and showed the Board renderings of the east side and west side of buildings. He said they're working on getting cost estimates on things like maintenance, etc. so can work on rent and lease structure with partners.

BOARD INTERVIEWS:

The Board interviewed the following candidates for the open board seat(s):

- Julie Guirl
- Tom Kiler
- Diana Merkel

Mr. Weil noted that he and Director Croft will interview Heidi Finn after the meeting, as she had a last minute emergency come up.

CRUSH PRESENTATION, *Two Parts:*

Casey Berry and Ben Riesler

Mr. Weil kicked off the presentation introducing Robin Munro and Two Parts.

Mr. Weil went over the 2018 lessons learned, including both positive and negative items that were collected through a CRUSH survey to the district, noting that today he'll be giving a recommendation and request for funding.

Mr. Weil then reviewed the goals and vision for CRUSH 2019, presenting an organizational chart that clearly lays out who will work on what task.

Two Parts presented their vision for CRUSH based on the services they offer, noting that they're always connecting back to the original RFP.

Mr. Weil noted that the Board can review the full proposal in their own time; Director Feinstein added that he trusts the CRUSH committee's recommendation. Mr. Weil reviewed who the jury panel will be and reviewed international artists they've made initial contact with.

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Director Feinstein asked about procuring artists, to which Mr. Munro said this usually requires a deposit. Director Danielsen and Mr. Weil added that it's a standard contract with each artist.

Mr. Weil said that there are already 197 applications from local artists and that the deadline to apply is May 5, 2019. He said artists have been encouraged to submit project ideas, locations, and sponsors and that 20 local artists who have painted at CRUSH in the past have already been invited. Mr. Munro added that they want to celebrate emerging artists as much as possible.

Mr. Weil reviewed the timeline, noting local curation will be complete May 27, with international artist curation done by June 15; artists will be announced at a press conference on July 30.

Mr. Weil said there will also be a youth programming component through Ken Wolf's Emerging Artist Fund.

Director Danielsen reviewed the 2019 budget, including proposed/potential funders, noting that this year everyone who wants a wall painted will pay for it.

Director Stutz noted that there also needs to be a line item for maintenance of the murals as they stick around longer, and Director Croft thought that the City of Denver and VISIT Denver should be investing more in CRUSH.

Ms. Mahanty noted that there will be a much larger targeted fundraising meeting soon to discuss CRUSH and the RiNo Park.

Director Croft said that the goal is for artists and small businesses should be the ones benefitting most, and that food and beverage should stay within the district. Director Danielsen confirmed that everyone is on the same page.

Director Danielsen then reviewed the expenses side, noting that this year RAD would take a \$60,000 management fee for their time spent on the event. Directors Croft and Feinstein thought that the \$60,000 was unnecessary since it's part of the Art District's programming already. Director Danielsen said that was fine and will be taken out of the budget. She said this year, \$225,000 is going directly to artists – an increase from last year.

Mr. Munro noted that at most festivals, artists don't get paid. He said people want to come to this festival because of how well they're treated. His goal is that Denver becomes the big scene in the next 2-5 years.

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Director Slekes asked if Two Parts will work on an hourly, do not exceed, etc. and they said it's scope-based and that they'll get the job done within the \$15,000 per month. Director Stutz asked about holding them accountable to which they said that they'll itemize the deliverables. Director Slekes asked about hard costs, to which they said it's different with every client, but they can build an expense bank or something similar to figure that out.

Once Two Parts and Mr. Munro left, the Board discussed their proposal. Director Croft said that if they think about how this went last year, the BID effectively funded the RAD contract with Station 16. He said since RAD is effectively executing the festival, he thinks that the BID and RAD should have a contract that spells out the deliverables. He noted that they could update the existing contract that was created with Station 16 last year. Director Slekes noted that the BID should look at it more like the BID is a sponsor. Director Stutz thinks that to Justin's point, there needs to be a better way to track the data and how the funds were spent. Director Danielsen said that event/data tracking is part of Two Parts' contract, but Director Stutz said that they need to be specific. Director Croft said that the goal is that there are clear goals with the money and ways to track if those goals have been met. Director Stutz added that then if it's not successful based on these outlined goals that the BID can reconsider giving the funds in 2020.

Director Danielsen noted that the meeting is out of time and the proposal needs a vote so that they can pay Two Parts.

After a motion to commit \$250,000 to CRUSH for 2019 with the expectation that within 30 days, the CRUSH board and RiNo present to the BID a list of deliverables and expectations that are measurable, that the BID would then approve and that two officials guests on the curation committee are Ken Wolf and Kyle Zeppelin. **The motion was approved unanimously by the 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.

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.

Secretary to the Board