

RECORD OF PROCEEDINGS

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

HELD:

Tuesday, December 12, 2017 at 3:00 p.m. at RiNo Offices, 2901 Blake St. Suite 165, 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
Tai Beldock
Ari Stutz
Bryan Slekes
Josh Fine
Rachel Rabun
Andy Feinstein

Also in attendance were: Jamie Licko and Alye Sharp, RiNo Art District staff; and Fiona Arnold, Backyard on Blake.

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 previous 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.

REVIEW OF FINANCIALS:

Ms. Licko reviewed the current financials for the RiNo BID and noted that the most important piece is the end-of-year budget summary. She stated that the BID is generally in pretty good shape at only \$10,000 off of projected expenses, with approximately \$80,000 left to allocate to projects this year.

Ms. Licko also let the Board know that RiNo's new accountant, Sara Royster, will start next week.

SIDE STORIES FILM PROJECTION PROJECT:

Ms. Arnold, from Backyard on Blake, presented a project she's working to bring to RiNo early 2018. The idea for the project came from Montreal's old city, where during her visit she saw film on loop being projected on different buildings. She stated that she'd like to bring the concept to RiNo for 10 days, in the evenings leading up to the February First Friday.

The project would give \$5,000 grants to 10 filmmakers, with 6 filmmakers in RiNo already on board. The event would also have a walking map noting places to stop in between buildings with film projections, with the idea being that more people would come to RiNo during a time that doesn't usually get much traffic.

The project has a \$150,000 budget; branding is already done and marketing is being done pro bono. With \$100,000 already raised with Denver Film Society as the fiscal agent, Ms. Arnold requested \$50,000 from the BID Board to complete the fundraising.

Director Stutz asked if there was any way to do something on the west side of RiNo using the 35th Street pedestrian bridge, with Director Croft adding that it might be nice to have at least one location on the west side. Ms. Arnold responded that she thought the sites already selected were the most walkable; however, she noted that next year might make more sense to stretch it a bit further.

After the Ms. Arnold left, the BID Board agreed to discuss other projects that need funding and make a decision at the end of the meeting.

ART PODS:

Ms. Licko stated that she had included an email from Eric Somerfield, CU Denver, in the Board packet to review prior to the meeting. The email gave a rundown of the proposed concept for implementation at a new development coming to the west side of RiNo. The CU School of Architecture reviewed the plans for the development, and brainstormed the idea of creating temporary "art pods" that could plug into electrical and then later be moved to another location with the RiNo Art District as owner of the pods.

The pods would cost \$17,000 each, with six created for a total of ~\$100,000. CU Denver will commit \$25,000 plus free labor to design and build them. CU Denver is currently requesting a

commitment of \$50,000 to begin work on the project, with the rest to be fundraised upon project commencement.

The Board then discussed how to allocate the remaining BID funds for 2017, to which Ms. Licko noted that it appears there's actually around \$100,000 being carried over per the latest financials. If the Board elected, they have the capacity to fund both the Side Stories request and Art Pods for 2018.

Director Slekes asked if there was a way to demonstrate the need for the pods considering the work RiNo will have to do manage them. Director Danielsen added that the Board needs to consider additional costs such as maintenance, moving, etc. Ms. Licko reminded the Board that they're not asking for all the money upfront, just a commitment to some funding to get the project moving. Director Fine added that he thought it would be better to have the budget more fully fleshed out so that the project doesn't run into unexpected costs, to which Director Croft suggested that the Board move forward with the \$50,000 commitment contingent upon the following:

- Budget for maintenance, programming, and cost to move
- Demonstration of need
- Outline of what programming will be
- Understanding of permitting from the City and what will be allowed

Based upon the above contingencies being met, the Board voted unanimously to give \$50,000 toward the Art Pod project.

Director Stutz made a motion to give \$25,000 toward the Side Stories project contingent upon Ms. Arnold coming back with a more detailed plan, including for the west side of RiNo. The Board unanimously to approve this.

*Edit: post-Board meeting, the Board voted to give the entire \$50,000 ask toward Side Stories

BOARD BRAINSTORMING:

The Board then began brainstorming ideas for 2018.

Director Stutz stated he'd like to organize a structure for presentations to the Board so that ample time is left for other agenda items. Ms. Licko noted that going forward, she can continue to email out items that the Board doesn't get to in time.

Ms. Licko then stated that she'd also like to move to a structure where the RAD hires management and then contracts with the BID and GID instead of having to go through all three organizations separately. Ms. Licko also asked for permission from the Board for the Executive Committee (President, Secretary, and Treasurer) to finalize this contract, to which they agreed.

Director Croft noted that going forward, the BID should focus mostly on partnering with other people, with only the minority focus being on creating its own programs. Director Stutz added that the BID could lead on small stuff like benches, bike racks, etc. on its own, but bigger projects would have to include a partner due to budget.

Director Croft also suggested that the Board have its goals laid out in the packet every month so that they're always making decisions using them as a benchmark. Director Rabun added that criteria would be useful to decide on which projects the BID should fund.

Director Feinstein stated that he thinks "butts in seats" should be the main goal of the BID, with Director Croft adding that it should always be about "keeping the soul". Director Slekes also added that the BID should continue to work to stay unique and ahead of the curve in RiNo.

Finally, Director Croft stated that the BID should focus on the social equity conversation in the historic neighborhoods of Globerville, Five Points, and Elyria-Swansea.

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