Held: Tuesday, March 19, 2019, 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:

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

Also in attendance were: Eva Zimmerman, Amanda Kriss, John Deffenbaugh, and Alye Sharp of the RiNo Art District; Shannon Joern of Artspace; and Lisa Gedgaudas, Denver Arts and Venues.

Director Justin Croft was absent, absence excused.

Call to Order:
Director Feinstein called the meeting to order.

Approval of Minutes:
After review prior to the meeting via email, the Board unanimously approved the minutes from the February 19, 2019 meeting.

Line of Credit Vote:
Mr. Weil reminded the Board that RAD will be taking out a line of credit for $50,000. The Board voted unanimously to approve this line of credit with President Tracy Weil, Co-Chair Andrew Feinstein, and Treasurer Jonathan Kaplan as signers.

FINANCIALS:

Director Power noted that the Boards didn’t get to talk about the fact that residual money was reported as earnings on the financials at the board retreat, so it looked like the RAD had done better than it actually did. Mr. Weil noted that Liam Girard from the GID Board has since redone the financials. The board reviewed the updated financials in the retreat report. Director Danielsen said that basically the store is still bleeding the RAD dry. She added that noted that they’re still working to redo the lease, but that there are other problems, elaborating that even if rent went away, there would still be other items such as the almost $100,000 for accounting per year, which she believes is higher than RAD should be paying. Director Feinstein said that he thinks there needs to be a finance meeting about once a month with Mr. Weil and accounting to dig into these issues even deeper than can happen at a board meeting. Director Anthony said he’d like to see asks of the Board come from that meeting, for instance if they’re looking at third party services, does anyone have recommendation for these services? Director Danielsen said the finance committee is meeting at 3:30 today to dig deeper and will report back to the Board. Director Feinstein noted that if anyone wants to be on the committee, they have to make a commitment. Director Anthony said they should look at all the events, etc. and see if there’s “room for optimization”, for instance Director Anthony added if RAD can get the CRUSH costs down, it doesn’t mean CRUSH can’t still raise a ton of money.

ADVANCEMENT DIRECTOR UPDATE:

Director Danielsen said that there were three interviews for the position last week, and a fourth interview this afternoon. She noted that hopefully by the end of today, they will have a recommendation to the Executive Committee and to review.

ARTSPACE:

Shannon Joern from Artspace came to give the same overview she gave to the BID board last week concerning the most recent update on the Artspace project originally planned for the Westfield project on North Brighton Blvd. She noted that Anne Hayes from Westfield is also here and will have her own comments to add this time around.

Generally, she noted that the project has reached an impasse due to a funding gap and they’ll need to get creative and most likely find a new site in order to bring the project to fruition. The funding gap is due in large part to the fact that DURA would give funds to the affordable housing project, but none to Westfield to accommodate the strict requirements they would have to meet.
Director Hayes added that in addition to no money going directly to Westfield, there would also be a certain number of other things they would have to abide by for DURA. She also noted that DURA would have required Westfield to begin construction by a certain time, even though it was Artspace doing the construction and Westfield had no control.

Ms. Joern said to keep this project going in RiNo, Artspace most likely needs a new site opportunity. She said there was lots of discussion last week at the RiNo BID Board meeting about this. Director Hayes added that there is a Phase II in the Westfield project, and that they’ve generally decided to take a pause, and if it works in Phase II, then it’ll work, but Artspace should continue to look at sites. Director Feinstein said there are options through transfer of required affordable housing [through the design overlay in place] by other developers that could just write a check to Artspace instead of building within their projects. Ms. Joern and Director Hayes said that they’ve already explored this, but there might be new possibilities to make this a reality. Director Feinstein said he’s working with the Office of Economic Development (OED) and are hoping to explore transfers as an option. Director Feinstein clarified that the ordinance works that if you build within the overlay, you can build the affordable, or you can put it into somewhere else within the zoning overlay. Ms. Joern said that she appreciates the neighborhood wanting to drive it and they’ll step in wherever makes sense. Director Feinstein clarified that for commercial projects, the developer can buy out of it. Director Feinstein said that it’s worth a conversation with the three or four developers building rental units in RiNo that could transfer these affordable requirements and funds to the Artspace project within the district. Director Feinstein said he knows a few of these developers personally and said that there’s a lot of education to be done with them to let them know that they can transfer these affordable requirements to Artspace. Director Romeo added that we also need to figure out messaging on this on why the site should be built in Denver, and specifically why RiNo needs housing. Ms. Joern responded that the City and City Council have all been very supportive and this project means a lot to them. She added that there’s a statewide affordable housing crisis and CHFA alone can’t solve the problem; there will have to be other tools to make this happen.

Director Feinstein said he’ll need the minimum amount of land they’ll need to build on before he engages in these conversations with developers. Director Danielsen clarified that Artspace could also move into an existing building, just as an option – but they would need to condo part of it and be able to brand and manage. Director Hayes said she thought that about 24-25,000 SF would most likely be the minimum space needed. Director Feinstein added that it’s critically important to figure out exactly how the transfer within the overlay works. Director Hayes said she doesn’t think Westfield should be a part of it, but Director Feinstein and Mr. Deffenbaugh (Projects Director) will work on Step 1 of figuring out if this will work, working closely with OED.
BOARD RETREAT REPORT:

Mr. Weil said that toward the end of this year, the Boards should do some strategic planning based on the board retreat report that will dictate 2020-2022.

Mr. Weil let the Board know that Amanda Kriss, Communications Director, will be moving on to a new job, but will still be doing some light work for RiNo. She has accepted a position with HP in charge of creating their tutorials. Mr. Weil said the transition plan is that Alex from the store will take over some social media, and Paul Bindel has been engaged to pick up some other things. Director Hayes asked if there will be some sort of going away celebration, to which Mr. Weil said there will be a team lunch during Thursday’s staff meeting. Director Feinstein said that there’s the ULC groundbreaking at 3:30 on Thursday as well, and that anyone is also invited to Dragnation at Tracks on March 29.

Mr. Weil reminded everyone to read the retreat report that was emailed to everyone.

Director Feinstein then brought up tax reform and how it’s unfair for apartment buildings to pay the same as small homes in property taxes. He thinks that RiNo should be a platform for this, noting that the Gallagher amendment would have to be changed at the state level. He added that he thinks property taxes are currently killing small businesses and thinks RAD has an obligation to fight for small businesses.

CRUSH:

Mr. Weil informed the Board that Directors Danielsen and Anthony have been working hard with him and Robin Munro from CRUSH to get a plan for this year finalized. Director Gordon noted that he’d like to join this committee.

Mr. Weil added that 130+ people have already applied as artists for this year’s festival.

Mr. Weil said that four different entities have applied to manage crush, all with great proposals; the committee will make a decision next week. He added that the more they dive into it, the more they’re finding ways to save money. Mr. Munro will do all the artist curation and local artists on the committee will decide who they want to invite internationally to make a better connection between local and international. Director Danielsen said they’re probably three months behind, but everyone interviewed thinks they can catch up pretty fast. The Advancement Director will be able to start fundraising as soon as they’re hired on. Director Anthony added that last year, $750K was raised, but not a lot went to the artists. Mr. Weil added that he is still working on getting the final reports and deliverables from last year’s event from Station 16, including a video and final data. Director Anthony noted that they’re not delivering on their promises, which is hindering RiNo’s ability to make a compelling ask for this year. Director Anthony said he’d rather scale things down a bit and do an excellent job on
execution and make sure more money goes to artists this year. He added that proposals are also providing “a la carte” options so that RAD can decide exactly who does what, noting that there will also be a “crystal clear outline” of who’s responsible for what and what the deliverables are. Director Anthony said that Mr. Weil and Director Danielsen are on the past and figuring it out, but the Board is tasked with moving it forward and making this year successful.

Director Hayes said August 7 is the opening of Mission Ballroom with Lumineers as the opening concert, adding that over 40 concerts are already booked. She said that Mission Ballroom hopes to be part of CRUSH in some way, with Director Danielsen responding that it’s possible they could host the closing party.

Director Gordon said that adding an ATM [like the others that give a percentage of its fee to RiNo] to Mission Ballroom would be great.

**PARK BUILDINGS:**

Mr. Deffenbaugh said that this month the GID board approved $157K (now $277K total) for cost of design on police buildings from concept to construction documents. He added that RAD would like to submit for a permit in September 2019, with construction beginning in January 2020.

He also added that he’s been meeting with partners to move the design forward.

Director Sterling asked if there were any talking points or statements to use for funders, to which Mr. Deffenbaugh responded that he’ll be working on this with the Advancement Director once they’re onboard. Ms. Kriss has also created a Creative Campus document that she’ll distribute to the Board.

**OTHER PROGRAM UPDATES:**

Mr. Deffenbaugh also noted that the BID Board approved $3000 to finalize the Design Guideline document; Mr. Deffenbaugh is also working with the BID on a trash/recycling program.

Mr. Deffenbaugh has a call later this week to talk through next draft of the mobility and parking document; it’s a little more beefed up now, but still a bit vague.

Mr. Deffenbaugh noted that there are rumblings that the Walnut Street two-way design could start soon. Finally, he added that there’s currently a cross-departmental working group at the City for Chestnut Place.
OXPECKER BALL COMMITTEE MEETING:

Mr. Weil noted that there is a planning committee meeting following this meeting today to discuss the new Oxpecker Ball outline. The date for the Ball is still November 2. Mr. Weil added that they’re working on DeVotchKa headlining for a reduced rate. Ms. Danielsen said that basically there will be three parties at the same time at three different price levels, with lots of things for people to buy and spend money on once they’re inside.

Director Danielsen said they’d like Board members to each sell about 20 VIP-level tickets; the Advancement Director will be in charge of this when they come onboard.

501(C)(3):

Ms. Sharp gave the update on the (c)(3) status, noting that it’s almost completed. She hopes to have it submitted in the next week or so.

OTHER UPDATES:

Ms. Danielsen noted that DRiNK RiNo + Green Spaces are partnering on a Clean-up Day on Earth Day (April 21), to which Ms. Sharp added that RAD is also partnering.

Director Romeo informed the Board that she is stepping down as Co-Chair because her term ends at the end of the year. Director Romeo recommended Director Vaughan to succeed her as Co-Chair since she comes from the artist perspective, but it needs to go to a vote. Director Feinstein explained how philosophically, he’s more the development/business side, but would also like to have that balanced with the art/creative side. Director Anthony asked if everyone still wants to have term limits and if it makes sense, would the RAD want to remove term limits? He noted that this is a pretty transitional year and that it might be beneficial to keep things as they are for the time being. Director Romeo said that she has to step down due to other things going on in her life as well. Director Danielsen asked who else is falling off the Board the end of this year, to which Mr. Weil said Directors Brown and Sterling. Director Danielsen said we should start looking for people to fill in those board seats early on.

Mr. Weil said that they’ll talk about this at the next Board meeting. Ms. Sharp will bring the board terms for everyone to review at the next meeting. Mr. Weil added that the Board will also vote on a new Co-Chair at the next meeting, noting that other people can put their hat in the ring, too.

RHINO WEEK:
Mr. Weil informed the Board that Rhino Week will take place the week of April 22-28, with events happening all week. He reviewed some of these events, highlighting that there will be a Rudy the Rhino community mural on the side of the RiNo Beer Garden and showed everyone the mockup.

He said to check the webpage on the RiNo website for more information.

**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.

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Secretary to the Board