

## RECORD OF PROCEEDINGS

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### MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE COLFAX BUSINESS IMPROVEMENT DISTRICT HELD MARCH 8, 2011

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A regular meeting of the Board of Directors of the Colfax Business Improvement District was held on Tuesday, March 8, 2011, at 1490 Lafayette, Suite 108, Denver, Colorado.

**Attendance:**

In Attendance were Directors:

Leonard Austin  
April Sedillos  
Randy Swan  
Jimmy Balafas  
Tina Pachorek  
Cleve Wortham

Absent and excused was Matthew Holberton

Also in attendance were:

Denise Denslow; R.S. Wells, LLC  
Lori Cowan; The Ninja Group  
Shannon Lowe; Denver Children's Home  
Jen Heth; Colfax Marathon  
Andrea Dowdy; Kaiser Permanente  
Dawn Schilling; Schilling & Co., Inc.

**Call to Order**

The meeting was called to order at 10:07 a.m. by Director Austin.

**Certification of  
Agenda**

Upon a motion duly made by Director Sedillos, seconded by Director Swan and, upon vote, unanimously carried, the Board approved the agenda as submitted.

**Public Comment**

A. Introduction of Brandon Sims – Running for Denver City Council  
At Large

Mr. Sims was unable to attend.

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- B. Presentation by Shannon Lowe, Development Director of the Denver Children's Home Regarding April 2011 Cool-Fax Kids Event

Ms. Lowe stated that this is the oldest non-profit in the state, and was originally an orphanage. She noted that they want to do a better job connecting kids to families. She informed the Board that they have a school as well as on site residents. She further noted that they are sending kids out to families in the Colfax community, and therefore, want to contribute. They sponsor an annual clean up event; this year the date is April 16, 2011. Ms. Lowe commented they currently are looking for volunteers and donations stating that donations are matched dollar for dollar by The Gay and Lesbian Fund. Ms. Cowan informed the Board that the event is on the CBID website; Ms. Brickley will assist with press releases and media opportunities.

- C. Presentation by Andrea Dowdy, Director of the Colfax Marathon Regarding the 2011 Event ([runcolfax.org](http://runcolfax.org))

Ms. Dowdy introduced Jen Heth and noted that there are 39 miles of course as they run several different races. She stated they are anticipating over 8000 participants; the event will encompass the weekend. She also noted that the half marathon will go east, the full marathon will go west. Ms. Dowdy spoke about non-profit status, noting that this marathon is fifth in the country in terms of financial support and charitable organization participation. There are currently 65 non-profits participating (as opposed to approximately 50 last year); they are hoping for additional non-profit participation. Ms. Dowdy walked through the promotional materials on the website. Ms. Heth discussed the "virtual goody bag"; they are seeking additional offers in the goody bag – offers from businesses, etc. Ms. Dowdy stated appreciation for the contribution last year and hoping for one again this year.

Economic  
Development  
Director's  
Report

- A. Business Watch Program

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The business watch was conducted on March 2, 2011 with a great turn out that staged a false robbery to educate merchants. The police department participated, and the next meeting is to be held on April 13<sup>th</sup> to discuss transitional population.

### B. Marketing

- Map brochure -  
A fourth edition will be done by May; Colfax “tidbits” will be included and sales are strong
- Media coverage –  
Christine is doing a release on a quarterly event of the film society
- Branding –  
New map brochure is the debut of branding

### C. Business Attraction

1. CREJ Real Estate Tour – May 19, 2011

Ms. Cowan informed the Board that Ms. Salazar is going to follow up with more information. There will be five stops highlighting local real estate opportunities. Tickets will be approximately \$75.

- ### D. Denver Film Society “Welcome to the Neighborhood...ON ” April 20, 2011 from 5:30-7:30 p.m.

Ms. Cowan noted that the film society has reached out to CBID; the quarterly event will introduce the Denver Film Society.

Ms. Cowan noted an additional item to share, stating they had a great meeting with the PrideFest organizers and trying to figure out additional marketing opportunities.

### Financial and Items from Manager

- ### A. Review and Approve Minutes of January 11, 2011 Board Meeting

Upon a motion duly made by Director Austin, seconded by Director Sedillos and, upon vote, unanimously carried, the Board approved the minutes of January 11, 2011 as submitted.

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B. Review and Ratify February 2011 Claims and Approve March 2011 Claims

The Board reviewed the claims and noted that March claims included an additional check to Schilling & Company, Inc. Upon a motion duly made by Director Sedillos, seconded by Director Austin and, upon vote, unanimously carried, the Board approved the ratified February claims and the March claims as amended.

C. Review and Consider Approval of December 2010 and January 2011 Financials

Ms. Schilling reviewed the December 2010 financials with the Board noting that she does not anticipate any changes with completion of the 2010 audit and that the audit is underway. She reviewed the January 2011 financials and stated that there will be a need to discuss investments next month. Upon a motion duly made by Director Austin, seconded by Director Sedillos and, upon vote, unanimously carried, the Board approved the November 30, 2010 financials.

D. Review and Consider 501(c) Draft Mission Statement and Budget

Ms. Denslow reviewed the draft mission statement stating the budget is an estimate. Portions of the budget include land contributions from CBID. Director Balalfas noted concerns about an overlap. Discussion ensued regarding specificity of the mission statement and staffing. Director Austin stated that the non-profit provides flexibility in opportunities to provide services and events. Ms. Denslow noted that the additional work needed to file with the IRS is approximately eight hours of work. Director Swan is to email the Board.

E. January and February 2011 Maintenance Report Update

The report was included in the Board packet; no questions presented.

Board Member  
Items

A. Streetscape Project Update

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Director Austin noted that it is still moving forward. The committee met with Karen Goode at the City to discuss location of lights. He also noted that the desire was to wrap lights around the corner. The meeting was provided with a list of locations and currently there are approximately 40 lights. The plan includes approximately 160 lights.

### B. Trash Receptacles in Upper Colfax

Director Austin stated that a receptacle was destroyed and subsequently removed. He received an estimate for additional receptacles at \$3,200 for two. Four locations need either replaced or new receptacles with liners at an estimate of \$6,330.

Upon a motion duly made by Director Wortham, seconded by Director Pachorek, and, upon vote, unanimously carried, the Board approved to purchase four cans and eight lids.

### C. Denver Protective Services, Old Security Cameras and Computer at District 6 Update

Director Austin informed the Board that he had emailed Director Pachorek regarding cameras being donated to the Cheeky Monk; they will be able to utilize. Director Swan expressed his appreciation to Cheeky Monk for the initial installation. The consensus of the Board was to leave in place rather than dispose of them.

### D. Disposal of Old Office Equipment (Donate to Charitable Organizations Within the District or Other Ideas)

2 Old Companies  
1 Color HP Printer  
1 Black and White Printer  
Cell Phone

Director Austin stated that there is equipment to be disposed of. One DVR can go to Cheeky Monk to support cameras; the rest to be donated the Denver Children's Home. The consensus of the Board was to donate to the Denver Children's Home or the Gay and Lesbian Foundation.

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Upon a motion duly made by Director Austin, seconded by Director Pachorek, and upon vote, unanimously carried, the Board approved to donate the items.

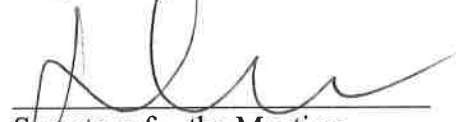
Other Business

None.

Adjournment

Upon a motion duly made by Director Austin, seconded by Director Pachorek and, upon vote, unanimously carried, the meeting was adjourned at 11:35 a.m..

Respectfully submitted,



Secretary for the Meeting