

RECORD OF PROCEEDINGS

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MINUTES OF A REGULAR MEETING  
OF THE BOARD OF DIRECTORS OF THE  
COLFAX BUSINESS IMPROVEMENT DISTRICT  
HELD  
MAY 11, 2010

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A regular meeting of the Board of Directors of the Colfax Business Improvement District was held on Tuesday, May 11, 2010, at the District's Office Board Room at 1490 Lafayette, Suite 108, Denver, Colorado.

Attendance: In Attendance were Directors:

Leonard Austin  
Randy Swan  
Jimmy Balafas  
Cleve Wortham  
Matthew Holbertson

Directors Sedillos and Pachorek were absent and excused.

Also in attendance were:

Denise Denslow, R.S. Wells, LLC  
Stephanie Salazar, Salazar and Associates  
Rory Seeber, Life on Capitol Hill  
Christina Brickley, C5 Communications  
Dawn Schilling, Schilling & Company  
Caroline Klein, Preferred Maintenance Services LLC  
Dave Wahlstrom, CHUN

Call to Order: The meeting was called to order at 10:00 a.m. by Director Austin.

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Certification of  
Agenda:

Upon a motion duly made by Director Swan, seconded by Director Balafas and, upon vote, unanimously carried, the Board approved the agenda with the following changes: Defer presentation of RTD update and Upper Colfax related issues and switch the order of the financial items and marketing plan 2010-11 discussion.

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Minutes: After discussion, upon a motion duly made by Director Wortham, seconded by Director Swan and, upon vote, unanimously carried, the Board approved the minutes of April 13, 2010 as amended.

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Presentation of  
RTD Update and  
Upper Colfax  
related issues

Discussion deferred until the quarterly event in July.

Financial Items: Claims: Ms. Denslow presented the current claims to the Board, check numbers 1409 - 1430, totaling \$22,506.03. Upon a motion duly made by Director Wortham, seconded by Director Swan and, upon vote, unanimously carried, the Board approved the claims with additional checks noted.

Review and Accept March 2010 Financials: Ms. Denslow reviewed the March 2010 Financials with the Board. After discussion regarding property tax collections, upon a motion duly made by Director Swan, seconded by Director Wortham and, upon vote, unanimously carried, the Board accepted the March 2010 Financials as presented.

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Marketing Plan  
2010 – 2011

Ms. Brickley provided copies of the marketing to the Board. The District started two years ago with a strategic plan that PUMA prepared. Subsequently, Ms. Salazar created an interim marketing plan. Ms. Brickley's charge is to refine a 2010 marketing approach. This will continue to be updated – a "living" document.

Ms. Brickley reviewed each component of the plan and discussed branding and media relations. Discussion ensued regarding the "Upper Colfax" brand and whether or not to utilize.

Upon a motion duly made by Director Holberton, seconded by Director Wortham and, upon vote, unanimously carried, the Board approved the suggested mission statement as shown in 2010 marketing plan.

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### Items from the Board Chair:

CBID Retreat – Review of Board Survey Results: Ms. Salazar discussed distribution of the survey and requested that Board members complete.

Colfax Marathon Support – Contribution, Map Brochure Ad: The executive committee issued \$1,500 contribution to the Colfax Marathon event for police protection and a \$75 contribution towards an ad in the district map brochure. Upon a motion duly made by Director Austin, seconded by Director Swan and, upon vote, unanimously carried, the Board ratified approval of these contributions toward the Colfax Marathon.

Discuss Three Million Dollar Bond Issue Pedestrian Street Light Project, Including Banners: Director Austin discussed a pending meeting with Linda Wilson at the City regarding public process for lights. Additional information will be provided at a later date.

Discuss PrideFest Event: Director Austin and Ms. Salazar attended a meeting in April regarding the PrideFest event. In prior years, CBID has had issues with the streets being very dirty after the event. PrideFest organizers would like to schedule a walkthrough after the event on June 20, 2010 at 2:00 p.m. Preferred Maintenance will attend. Next year's budget will reflect funds for additional clean up after the event.

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### Manager's Report:

Maintenance Report: Ms. Denslow inquired about the frequency of graffiti checks. Ms. Klein reported this is checked daily.

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### Economic Development Report:

"On Colfax" Event Recap: Fillmore donated space for the event. Spices gave discount on the food and Argonaut gave a discount on liquor. Lt. Martinez gave a presentation on Halo cameras. A question and answer session followed with a lot of participation.

Mr. Mathew Marshall from the City of Denver Department of Environmental Health discussed funding opportunities for small business energy assessments on Colfax event.

Denver's Colfax Green Partnership Update: Discussed as part of Fillmore event.

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Business Expansion: Three businesses currently trying to expand. Ms. Salazar is working with them. Two new businesses are looking at relocating to the CBID area.

Denver Strategic Parking Plan Update: Argonaut is pursuing parking PUD update.

Denver Recreation Center Interim Use Plans: Council members Jeanne Robb and Carla Madison are working with a team to determine interim use of the site.; urban garden currently lead choice for a cost of \$8,000 – 10,000 for supplies and materials. The group is also considering a dog park.

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Board Member  
Items:

Halo Security Camera Update: Still waiting on contract from the City.

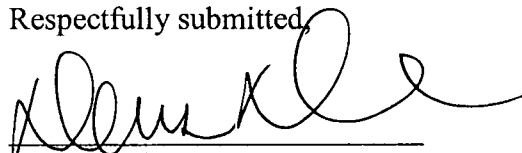
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Other Business:

Confirm Attendance of June 8, 2010 Retreat: Attendance was confirmed.

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Adjournment:

Upon a motion duly made by Director Austin, seconded by Director Swan and, upon vote, unanimously carried, the meeting was adjourned at 11:30 a.m.

Respectfully submitted,

  
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Secretary for the Meeting