

**MINUTES OF A SPECIAL MEETING
OF THE BOARD OF DIRECTORS OF THE
COLFAX BUSINESS IMPROVEMENT DISTRICT
HELD
OCTOBER 12, 2010**

A special meeting of the Board of Directors of the Colfax Business Improvement District was held on Tuesday, October 12, 2010, The Center, 1301 East Colfax Ave, Denver, Colorado.

Attendance: In Attendance were Directors:

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

Also in attendance were:

Denise Denslow; R.S. Wells LLC
Stephanie Salazar; Salazar and Associates
Christina Brickley; c5 Communications
Tom Botelho & Karen Onderko; Denver Film Society
Rory Seiber; Life on Capital Hill
Carolos Martinez; GLBT Colorado Community Center
Teresa Caballero; Business & Property Owner
Steve Werges; Colorado Music Business Association

Call to Order The meeting was called to order at 10:12 a.m. by Director Austin.

Certification of
Agenda Upon a motion duly made by Director Austin, seconded by Director Sedillos and, upon vote, unanimously carried, the Board approved the agenda.

Public Comments A. Tom Botelho, Executive Director of the Denver Film Society and Karen Onderko, Board Member of the Denver Film Society - Possible Lease and Eventual Acquisition of Property at The Lowenstein Center

Director Austin introduced Tom Botelho and Karen Onderko. Tom provided background on the film society, noting that it is a 2nd tier SCFD entity with a \$2.6M budget and 12 employees. The film society consists of 1200 members, many of which are Denver central residents. The Denver Film

Society is opening at a new location on November 4th with three red carpet events, the largest one on Colfax. Mayor Hickenlooper is to dedicate the building. The film society will be open for business 7 days a week after November 5th. Theaters one and two will consist of approximately 160 seats. Ms. Salazar would like to include the information in the directory on the website. Ms. Salazar will follow up with Mr. Botelho for additional information. The Society hopes to raise \$1.2 M to be able to close on the building (\$2.5M total costs); currently in a two year lease.

Director Swan discussed history, interest in rebranding and cultural events. It was asked if the Society would be interested in partnerships, as well as moving towards the west end of Colfax. Director Swan also discussed safety measures that CBID has participated in, but emphasized the desire to retain character. Mr. Botelho stated "we create community through film" and further added partnerships and outreach are needed to expand marketing efforts.

Minutes

- A. Review and Approve Minutes of the September 14, 2010 Board Meeting

Upon a motion duly made by Director Swan, seconded by Director Austin and, upon vote, unanimously carried, the Board approved the minutes of September 14, 2010 as submitted.

Financials and Items From Manager

- A. Ms. Denslow - Review and Approve Check Numbers 1522 Through 1542.

Upon a motion duly made by Director Swan, seconded by Director Wortham and, upon vote, unanimously carried, the Board approved the claims represented by check numbers 1522 through 1542.

- B. Review and Consider Approval of August Financials

Ms. Denslow presented the August Financials with the Board and noted property taxes still due. Upon a motion duly made by Director Wortham, seconded by Director Sedillos and, upon vote, unanimously carried, the Board approved the August Financials.

- C. Review and Approve 2011 Budget

Upon a motion duly made by Director Austin, seconded by Director Swan and, upon vote, unanimously carried, the public hearing for the 2011 budget was opened at 10:44. Director Wortham discussed 2012 property tax collections, noting that it is a reassessment year and values may go down. Upon a motion duly made by Director Swan, seconded by Director Sedillos, and, upon vote, unanimously carried, the public hearing for the 2011 budget

was closed at 10:50. Upon a motion duly made by Director Austin, seconded by Director Wortham and, upon vote, unanimously carried, 2011 budget was approved, subject to final AV modifications, expenditures appropriated, and a mill levy of 7.846 certified.

D. Maintenance Report Update

Director Austin noted that he is routinely out on Colfax and has noted the efforts and performance of Preferred Maintenance Services. He and Director Swan have reviewed and recommended to the Board renewing services for 2011 with Preferred Maintenance Services at the current rate, with tree watering to be priced additionally. Base services at \$69,360. Upon a motion duly made by Director Austin, seconded by Director Swan and, upon vote, unanimously carried, contract with Preferred Maintenance Services was renewed for 2011.

E. Non Profit Options

Director Austin noted that there may be opportunities for a parallel non-profit organization to operate within the CBID area. This may allow for more fundraising, donations and signature events. The Board directed staff to:

1. Find out timing of forming 501(c)(3)'s
2. Ability to provide tax deduction status to contributors

This topic will be brought back to the next Board meeting.

Items from
Board Chair

A. Streetscape Project Discussion

1. Pedestrian Lights, Trees and Gateway Signage

Director Austin discussed noting that there have been communication challenges with the City of Denver regarding the District's desired use of the bond proceeds. Stephanie Salazar distributed a letter that confirms and outlines desires and objective of CBID in terms of streetscape project. Upon a motion duly made by Director Sedillos, seconded by Director Pachorek and, upon vote, unanimously carried, the Board approved a motion to authorize Director Austin to submit a letter of clarification to the City on behalf of CBID stating desire for streetlights rather than street trees.

2. Fillmore Pedestrian Lights

Fillmore wants to replace existing bulbs with fluorescent ones that fit within ballasts. Director Austin will meet with Fillmore and police department to investigate options.

- B. Annual CBID Neighborhood Meeting / “On Colfax” Quarterly Event
– October 20, 2010, 5:30-7:30 p.m. at 1301 E. Colfax Avenue

It was noted that the meeting will take place at The Center on the rooftop if weather permits. It is planned there will be a quorum.

Economic
Development
Director’s
Report

- A. Victorian Holiday Home Tour 2010

It was discussed that this would likely become a reoccurring annual signature event and is proposed to be held this year on November 27th from 11:00 a.m. – 3:00 pm.

- B. Holiday Program 2010

- Photo contest for holiday postcard
- Holiday trees of hope; ornament donations

- C. Music Event Update

This is being worked on with Colorado Music Association.

- D. General Update

Stephanie Salazar is starting 2011 work plan based off framework of retreat. She reviewed during power point presentation and discussing branding overviews.

1. Stephanie Salazar noted 10/5/10 Enterprise Zone Workshop for Non-Profits Report
2. Salazar noted Colorado Real Estate Journal – Upper Colfax Real Estate Tour Spring 2011
3. It was noted working on third edition of Fall/Winter Map Brochure
4. Miscellaneous
 - To date, also launched website and have developed family of collateral materials.
 - Ms. Salazar noted business expansion going well. Floyds tripling in size. Several restaurants looking to relocate to CBID area.
 - Ms. Brickley suggested doing a stakeholder survey.

Board Member
Items

A. Halo Security Camera Update

It was noted installation is to begin at the end of October; completion by end of November. 7-Eleven is also considering installation of cameras.

Other Business

A. Confirm Quorum for October 20, 2010 Quarterly Board Meeting at The Center, 1301 East Colfax Avenue – Annual Property Owners Meeting

Covered earlier in Agenda

Adjournment

Upon a motion duly made by Director Pachorek, seconded by Director Austin and, upon vote, unanimously carried, the meeting was adjourned at 12:50 a.m.

Respectfully submitted,

Secretary for the Meeting