

**MINUTES OF A REGULAR MEETING  
OF THE BOARD OF DIRECTORS OF THE  
COLFAX BUSINESS IMPROVEMENT DISTRICT  
HELD  
DECEMBER 14, 2010**

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A regular meeting of the Board of Directors of the Colfax Business Improvement District was held on Tuesday, December 14, 2010 at 1490 Lafayette, Suite 108, Denver, Colorado. This meeting was open to the public.

**Attendance:**

In Attendance were Directors:

Leonard Austin  
April Sedillos  
Randy Swan  
Tina Pachorek  
Jimmy Balafas

Absent were Directors Cleve Wortham and Matthew Holberton, whose absences were excused by the Board.

Also in attendance were:

Denise Denslow; R.S. Wells LLC  
Stephanie Salazar; Salazar and Associates  
Dawn Schilling; Schilling & Company  
Carolyn Klein; Preferred Maintenance Services, LLC  
Alicia Rhymer; 7-Eleven, Inc.  
Margo Seymour; Denver Tea Room/Holiday Chalet  
Melissa Feher-Peiker; Castle Marne Bed & Breakfast  
Kevin Paquette; James Mejia for Mayor  
Tom Herrod; City of Denver  
Alex Torres; Colfax Project  
Turid Nagel-Casebolt; Denver Office of Economic Development  
Josh Davies; Davies for Denver  
Tony Weathersby; Denver Police HALO Unit  
Steve Werges; COMBO  
Jeanne Robb; City Council  
Roger Armstrong; CHUN  
Mark Jacobson; Denver Police Department  
Christina Brickley; c5Communications

**Call to Order**

The meeting was called to order at 10:05 a.m. by Director Austin. An introduction was made of attendees.

Certification of  
Agenda

Upon a motion duly made by Director Swan, seconded by Director Pachorek and, upon vote, unanimously carried, the Board approved the agenda with the additional claim item.

Public Comments

A. Mr. Josh Davies, Candidate for Denver City Council

Introduction was made of Mr. Davies, President of Lower Downtown Neighborhood Association, and is running for council member at large. Mr. Davies noted his experience on the Board and addressed community needs in an environment of less funds.

Minutes

A. Review and Approve Minutes of the November 9, 2010 Board Meeting. Review and Ratify Revisions to Minutes of the April 13, 2010 Board Meeting

Upon a motion duly made by Director Swan, seconded by Director Sedillos and, upon vote, unanimously carried, the Board approved the minutes of November 9, 2010 regular meeting as presented, and the April 13, 2010 regular meeting as amended.

Economic  
Development  
Director's Report

A. Approval of HALO Commitment Letter

Ms. Salazar noted that she is working on finalizing the 2010 CBID Annual Review and planning for 2011.

- Streetcar Feasibility Study
- Denver Strategic Parking Plan = Completed projects of 2010
- Colfax Design Guidelines
  
- Business retention expansion
- Marketing = Goals for 2011
- Business Attraction
- Safety

Ms. Salazar had several meetings in 2010 with different businesses regarding planning and expansion. She noted there remains a need for marketing and cross marketing of businesses within the district. This year CBID became a partner of the ENERGY STAR program and promotes the ENERGY STAR Challenge for district businesses to reduce their energy use and costs.

Ms. Salazar noted other events from the year and projects for next year including a signature music event. She reviewed "development" activity on Colfax, noting many new business and expansions. She would like to do a real estate panel at the January 2011 quarterly meeting. Ms. Salazar discussed business retention, stating that retention is very important and

recapped programs during the year including financing, ENERGY STAR, business planning, marketing and use of the Enterprise Zone tax credits, GreenFax, etc. Mr. Thomas Herrod from the City of Denver Department of Environmental Health briefed the Board on availability of energy related programs.

Ms. Salazar presented the HALO Commitment Letter to the Board. Director Pachorek who headed up this project spoke about her involvement with HALO camera acquisitions and installation, as well as the importance of the intergovernmental relationship with the City of Denver and the Denver Police Department. Ms. Salazar introduced Tony Weathersby of the Denver Police HALO unit. He discussed the additional cameras to be provided by 7-Eleven. The police department has approximately 220 traffic cameras and 100 HALO cameras, some of which are at Denver Public Schools (35).

Ms. Rhymer from 7-Eleven presented two checks totaling \$40,000 for two additional cameras. Ms. Salazar then circulated the commitment letter. Mr. Alex Torres stated that the presence of the HALO cameras having a positive effect on neighborhoods; he believes it should be marketed more.

Ms. Salazar requested Jeanne Robb to report on the next steps for the streetcar project. Council member Robb noted they are still waiting to hear back on some grant funding for "alternatives study". She also noted that council member Madison's district would also like to see streetcars in that area.

Ms. Salazar introduced two guests: Melissa Feher-Peiker from Castle Marne Bed and Breakfast and Margo Seymour from the Denver Tea Room. Ms. Feher-Peiker reviewed the history on the B & B historical holiday event "Victorian Holiday Home Tour". She noted 233 tickets sold, and how she is still getting residual interest. The event will take place again next year. Planning will begin in February 2011.

Ms. Brickley reviewed media coverage for Upper Colfax. She distributed a binder with a catalogue of 2010 media coverage for the district. She reviewed a marketing approach for 2011, including taking branding to the next level and including additional promotions and website upgrade (phase two). CBID will also continue with internal communications. A new website rolled out in July 2010, a third addition of a map and a welcome packet are objectives that were successfully met in 2010.

#### B. Review and Consider Streetscape Proforma Agreement

The board discussed the streetscape proforma intergovernmental agreement that was used for the previous pedestrian light project completed in 2009. No action was taken.

Upon a motion duly made by Director Swan, seconded by Director Austin and, upon vote, unanimously carried, the Board accepted the \$40,000 from 7-Eleven, and agreed to deposit funds and then proceed with installation of two additional HALO security cameras..

C. Review Letter to Department of Public Works Policy & Planning

Upon a motion duly made by Director Austin, seconded by Director Sedillos and, upon vote, unanimously carried, the Board agreed to submit letter to Department of Public Works Policy & Planning.

Financials and  
Items From  
Manager

A. Review and Approve Claims

Ms. Denslow reviewed Claims with the Board.

Upon a motion duly made by Director Swan, seconded by Director Austin and, upon vote, unanimously carried, the Board approved the claims represented by check numbers 1558 through 1577 totaling \$34,622.98 and to have an additional check cut for NSO Press, LLC, for map printing in the amount of \$1,519.28. Upon a motion duly made by Director Austin, seconded by Director Swan and, upon vote, unanimously carried, the Board approved an interim check run to provide funding to City of Denver for two HALO cameras. The Board authorized the check to be distributed.

B. Review and Consider Approval of October Financials

Ms. Schilling reviewed the October Financials with the Board, and noted the maturation of CD which rolled into liquid asset account. She noted that the 2010 budget needs to be amended.

Upon a motion duly made by Director Swan, seconded by Director Austin and, upon vote, unanimously carried, the Board approved the October Financials.

C. Maintenance Report

The maintenance report was presented from the packet. It was noted Preferred Maintenance gave bid to provide and wrap light poles at \$24 per pole. The Board consented to the expense.

D. Non-Profit Update

Ms. Denslow noted the bullet points included in packet. It was discussed that a committee is needed to create bylaws and a mission statement. Ms.

Denslow stated that she will provide a proposal. Directors Swan and Austin to be the committee.

- E. Review and Approve 2011 Engagement Letter between Schilling and Company, Inc., and Colfax Business Improvement District

Upon a motion duly made by Director Austin, seconded by Director Swan and, upon vote, unanimously carried, the Board approved the 2011 Engagement Letter between Schilling and Company, Inc., and Colfax Business Improvement District and to keep fees the same as 2010.

Items from  
Board Chair

- A. Discuss 2011 Meeting Schedule

Upon a motion duly made by Director Austin, seconded by Director Sedillos and, upon vote, unanimously carried, the Board agreed the 2011 meeting schedule will be the 2<sup>nd</sup> Tuesday of the month, 10:00 a.m. at 1490 Lafayette Street, Denver, CO 80218.

Other Business

“On Colfax” meeting schedule was discussed. The next meeting is scheduled for January 18, 2011 at 5:30 p.m.

Adjournment

Upon a motion duly made by Director Austin, seconded by Director Sedillos and, upon vote, unanimously carried, the meeting was adjourned at 11:25 a.m.

Respectfully submitted,

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Secretary for the Meeting