

Bluebird Business Improvement District (BBID)  
Board of Directors Meeting  
December 13, 2016  
MINUTES

Attending directors: Sean Mandel, Chris Swank, Drew Gottlieb and Don Novak. Also attending Dan Shah, Anne Kuechenmeister and Dave Walstrom. Directors not attending: Buzz Geller, Tom Secrist and Master Kim.

Citing the presence of a quorum, D. Novak called the Bluebird Business Improvement District (BBID) to order at 10:43. The directors reviewed the agenda for conflicts. D. Novak noted a conflict for reimbursement for the Boo and Brew. No other conflicts were noted.

Citing the absence of a quorum, D. Novak called the Bluebird Business Improvement District (BBID) canceled the board of directors meeting and tabled business until December.

The board reviewed the meeting minutes from October 2016, as there was not a quorum in November 2016. The S. Mandel motioned to approve the minutes and D. Gottlieb seconded, the minutes for October 2016 were approved unanimously (4-0-0).

D. Shah reviewed the financial report for November. While maintenance was over budget, other categories, such as placemaking and design came in under budget. The impact is a slightly positive net operating income for 2016. D. Shah noted that for the next month we will have a temporary restricted reserve of \$35,000 for capital improvements. This amount is reflected in the budget for 2017. D. Gottlieb motioned to approve the financials, C. Swank seconded and the financials were unanimously approved (4-0-0).

C. Swank led a discussion of updating the logo for the BBID. He suggests using the Bluebird Theater marquee logo. D. Shah suggested that we trademark the logo, or confirm that it hasn't already been trademarked, and had sent C Swank a referral. Based on this, he found that an application to trademark this logo is \$650 and estimates approximately \$1,000 to begin the process. A. Kuechenmeister will forward January Allen's contact information for a second quote on the trademark. C. Once completed C Swank will then license this to the BBID. D. Gottlieb agreed that this symbol should be trademarked.

Related to this, D. Shah noted that Jeff Lukes is preparing a quote for the logo based on the Bluebird marquee and website updates that should be available in the upcoming month for this review.

D. Novak noted that the total for the reimbursement is 1,488.30 for the Boo and Brew. S. Mandel motioned to reimburse D. Novak for his expenses for the Boo and Brew, D. Gottlieb seconded and the motion passes unanimously (3-0-1, with D

Novak recusing himself from the vote).

D. Shah led a discussions of what is covered under the liability insurance for the district. This includes identity theft liability for board members. The board reviewed the policy and motioned to approve the payment of insurance on a rolling basis at the discretion of the treasurer, S. Mandel motioned and D. Novak seconded, the motion passed unanimously (4-0-0).

The board discussed the meeting dates 2017; the board will continue to have meetings on the third Tuesday of each month at 10:30 am.

D. Shah led a discussion of the Front Range proposal he solicited for maintenance and cleaning services. The proposal includes services trash pick up, pressure washing, tree grate conversion, holiday lighting and maintaining the pedestrian lighting. D. Shah noted that the proposal does not have a not to exceed amount currently. D. Shah suggested that we include that services will be administered per instructions from the BBID. Front Range noted that they need additional funds for repairs for the pedestrian lights. D. Shah noted that the ongoing cost for trash removal will be \$95 per week. He suggested the contract be subject to 30 day invoicing and not to exceed \$10,850, which reflects the budgeted amount for maintenance in 2017. Instructions to proceed to complete services will be provided by service in writing to Front Range.

The BBID would like to have the lights up for 2016, and would like to proceed if they can be put up by December 17, 2016. They should be taken down on the 17th of January. D. Shah will provide the written instructions to Front Range.

D. Novak motioned to approve the Front Range Proposal for services not to exceed \$10,850 and for and additional cost and service of holiday lighting for 2016 subject to installation by December 17th, C. Swank seconded, and the motion passed unanimously (4-0-0).

D. Novak led a discussion of meeting space for the BBID monthly meetings. S. Mandel noted that we can meet at his office on 1478 Birch, Denver. Future meetings will be held at this location.

D. Shah led a discussion of the Vision Zero MOU. This is a policy that the City and County of Denver has adopted to eliminate traffic fatalities. WalkDenver is a leading advocate for putting policies in place to enable this goal to be met. They are seeking support from organizations to support policy changes that align with this effort. S. Mandel motioned to approve the MOU, D. Novak seconded the motion and the motion passed unanimously (4-0-0).

D. Walstrom led the discussion of the naming of the Carla Madison Recreation Center. D. Walstrom began working with D. Novak and councilwoman Judy Rob and Carla Madison to get a recreation center in the neighborhood many years ago. A 60,000 sq. ft. recreation center is now being built. The project is over budget and part of the gap funding will be from fundraising. D Walstrom is working to fundraise with residents paying \$50 for a space on the community support wall. The mission

of the effort is to show widespread community support to leverage these smaller amount donations for larger capital infusions from bigger donors. The website for this effort is [helpraisetherooft.org](http://helpraisetherooft.org). The timeline for committing to this is tentatively January 31, 2017. D. Novak would like to ask the businesses if they would like to participate. The donations will be tax deductible. D. Walstrom can assist with checking that all BBID businesses note that they are submitting these funds as part of the BBID. D. Novak suggested that we do this in person with business owners. The Bluebird BID will vote on support for the Carla Madison Raise the Roof Campaign at the January board meeting.

D. Novak led a discussion of the upcoming happy hour for the business and properties owners at Mezcal on December 20th. The board will discuss the level of support on the next month's agenda based on an estimate of \$250 for appetizers.