

Bluebird Business Improvement District (BBID)
Board of Directors Meeting
January 17, 2017
MINUTES

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

Citing the presence of a quorum, D. Novak called the Bluebird Business Improvement District (BBID) to order at 10:37. The directors reviewed the agenda for conflicts.

The board reviewed the meeting minutes from December 2016. C. Swank motioned to approve the minutes for December 2016 and S. Mandel seconded, the minutes were approved unanimously (5-0-0).

S. Mandel discussed the meeting location. The time and date will remain at 10:30 am on the third Tuesday of the month.

T. Secrist led a discussion of the financial report. There was a discussion of outstanding expenses for pedestrian lighting on Colfax. D. Shah will follow up regarding the lights in front of Mezcal. Front Range has started monthly maintenance changes, however, they were not given approval to begin this work per the contract. The board debated if these initial payments for unauthorized services should be made. Currently there is \$46,000 in the bank, there were a large amount of expenses in December. D. Shah noted that \$35,000 will be put in reserves. An additional \$1,000 will be put into the TABOR reserves. D. Shah will double check the timing and amount for TABOR and circle back to T. Secrist. B. Geller motioned to approve the financials and S. Mandel seconded, the motion passed unanimously (5-0-0).

D. Novak led the discussion of the Bleubird Happy Hour Cost, which in December the board said that they would revisit. T. Secrist voted to approve the \$250, D. Novak seconded and the vote passed (4-0-1) with C. Swank abstaining. Mezcal will invoice the BBID and send this to T. Secrist.

D. Shah led a discussion of the extension of the Simmons and Wheeler extension, this is a proposal to continue to do the compiled financials audit. T. Secrist motioned to approve the extension, D. Novak seconded and the motion passed unanimously (5-0-0).

D. Novak led a discussion of the contract amendment for implementation and communication for \$200/month. The total total cost per month would be \$1,200 per month, an increase of \$200/ month from the current. This communication would include updating the website, communications with property owners and outreach. S. Mandel motioned to approve and T. Secrist seconded, the motion passed unanimously (5-0-0).

The board debated if they are opposed to the posters on the light poles and they are. They damage the poles. The majority of the posters are from the Bluebird Theater and the bands that play there, which may make it difficult to control. D. Novak suggested a community board for posters to allow for an acceptable space for posters.

D. Shah led a discussion of the events proposal. D. Shah has experience working with this firm. The number of events was discussed, the Wicked Wander doesn't have much capacity to grow and generate more revenue. If more revenue is generated then this can be used to grow the events or add an additional event. D. Novak noted that there is a great deal of competition to attract visitors to the district and this could increase our visibility. D. Shah noted that there is great potential to increase revenues, but also the risk of spending \$15,000 and not realising a profit or even breaking even. D. Novak discussed how the Tasty Colfax is an event that markets to visitors and then gets revenues back in the ticket cost. D. Shah noted that the Boo and Brew currently doesn't have a night time component, but there is room to expand this piece of the event. C. Swank thinks that Boo and Brew was a busy night at Mezcal. D. Shah noted that we could do a pub crawl and potentially merging the Wicked Wander with the Boo and Brew. D. Novak explained that Rooted Space is motivated and excited to do this work. C. Swank noted that this could be a good idea to try for an initial year. T. Secrist motioned to approve the Rooted Space proposal, not to exceed \$15,000, and B. Geller seconded and the motion pass unanimously (5-0-0). D. Shah will create a contract with the proposal as an attachment.

D. Novak led a discussion of the website and logo and proposals. D. Novak likes the chalk logo that was created in front of the Bluebird Theater for Tasty Colfax. Flip Productions and See Saw Creative both submitted proposals. Both proposals are the same price. T. Secrist asked if we could rebrand the website with the logo and if the site would have a new look. D. Novak affirmed that there would be a new logo and new look. D. Shah suggested that we look at website examples in order to make a decision. T. Secrist noted that we need to wait to make a decision. A. Kuechenmeister will send out website examples for the board to review. D. Shah noted that a new designer may bring a fresh look. B. Geller noted that we should have information on the numbers of visits and clicks. Selecting a proposal will be tabled.

D. Novak discussed the Carla Madison Recreation Center Raise the Roof Campaign. D. Walstrom presented in December regarding a sponsorship campaign. Denver Parks and Recreation has not provided specifics for this to move forward at this time. The idea is that Bluebird Businesses will be listed under the banner for the business improvement district. The board will table this until further details are available.

T. Secrist replaced a tree grate on one tree to see what it looks like throughout the district. Denver Urban Forestry prefer the crusher fine option, they are less maintenance and allow for more water. The board likes the crusher fine option. B. Geller noted that downtown Denver Partnership uses red crusher fines and he

prefers this look. We can try another sample tree to see what the red crusher fines look like. We will convert the tree just to the west of the one currently converted.

D. Novak discussed the bond funding status. Our bond request is not on Councilman Brooks current list. The board needs to follow up with Councilman Brooks and also a lobbyist in case we need additional support lobbying for Colfax funding.

D. Novak discussed the discount card. South City Park asked if we would be renewing the card. D. Novak would like to reprint and renew the card. He sees a lot of card users at Groundswell.

B. Geller discussed the zoning issues. He noted that with small lots parking the lot and also building to the minimum is unduly restrictive and prohibits development.

With no further business, the meeting adjourned at 12:19 pm.