

Bluebird Business Improvement District (BBID)
Board of Directors Meeting
June 20, 2017
MINUTES

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

Citing the presence of a quorum, D. Novak called the Bluebird Business Improvement District (BBID) to order at 10:44 pm.

The board reviewed the meeting minutes. T. Secrist motioned to approve the minutes and S. Mandel seconded. The board approved the minutes unanimously (4-0-0).

T. Secrist presented the treasurer's report for May. D. Shah inquired if we should use the additional funds for planting new trees in the district. T. Secrist and S. Mandel inquired where the trees would be planted and what the cost would be. There was also a discussion of paying the full amount to plant trees versus splitting the cost with the business owners. B. Geller motioned to approve the financials, D. Novak seconded, and the motion passed (4-0-0).

D. Novak noted that the pedestrian lights in front of Mezcal continue to not work consistently. This work was reimbursed to C. Swank for \$270.

D. Shah inquired about repairs to the crusher fines at trees in the district. D. Shah will confirm that these were corrected.

D. Shah presented Voter Voice, the proposed platform for advocacy efforts to encourage supporter to send emails to council members and the Mayor regarding the GO Bond funding for pedestrian improvements. This will allow the Collaborative, which is splitting the cost, to track emails. The cost for this service is \$125. D. Novak motioned to pay \$125 to Colfax Ave. for the Voter Voice toll, T. Secrist seconded, and the motion passed unanimously (4-0-0). D. Shah noted that the Colfax Collaborative is not planning to create a video. The board previously passed funding for this.

D. Novak also encourage the Collaborative to reach out to get representation at the public meeting to support Colfax. D. Novak led a discussion of t-shirts to promote Colfax generally and though the GO Bond.

D. Novak led a discussion of the Tasty Colfax updates. D. Novak printed the materials. Rooted Space will print the booklet. D. Shah noted that A. Kuechenmeister and himself had a meeting with Rooted Space regarding the level of sponsorship, which so far is low. The board decide that sponsors should include restaurants, cannabis establishments, or laundry from outside the district as the point is promote businesses within. Also, they should focus on prior year as well as new

sponsors. D. Novak will follow up with Rooted Space with this guidance.

The board discussed potential board members, including Drew Shader at Atomic Cowboy and Sean from Cerebral. D. Novak will reach out to Drew and Sean with Sean. The board generally believes that he is a strong candidate.

A. Kuechenmeister led a discussion of trees and art. S. Mandel noted that there is an opportunity for broader community and business owner involvement in the art and artist selection process. There was a discussion about allocation funds from benches and trees into art. T. Secrist and B. Geller noted that trees are very important for the district. The current tree bid includes irrigation. D. Shah noted that you can hand water trees as well. D. Shah requested that D. Novak would help him connected with Bastions and also Steve's Snappin Dog.

T. Secrist motioned to allocate the \$8,300 currently for benches to public art, B. Geller seconded and the motion passed unanimously (4-0-0). The next steps will be to draft a call for artists and also look for additional funding sources to leverage. A. Kuechenmeister and S. Mandel will coordinate on this.

The board would like to have t-shirts and marketing materials with the new logo for sale at Tasty Colfax. The board also liked the idea of the Bluebird District Member sticker in business windows.

With no further business, the meeting adjourned at 11:29 pm.