

RECORD OF PROCEEDINGS – FINAL
Approved on August 15, 2019
MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF
THE HAVANA BUSINESS IMPROVEMENT DISTRICT

Held: Thursday, June 20, 2019, 8:30 a.m. at Denny's Restaurant, 1505 S Havana St, Aurora, CO 80012

Attendance: Paula Wiens, John Jetchick, Gayle Jetchick, Chance Horiuchi, Ward 4 Councilman Charlie Richardson, Dan Osoba, Chris Johnson, Chad Argentar, Soladad Auda, Liz Fuselier, Dee Dee Poole, Naomi Colwell, Phil Kummer, & Sgt. APD Thomas Graham.
Board members: Finn Ruehrdanz, Yulissa Williams, Gary Sliger, Shannon Jones, Garrett Walls, & Devon Horan Absent: Donovan Welsh, Matt Rauzi, Brenda Soper.

Introductions: 8:32 a.m. Call to Order by Garrett Walls and then introductions around the room.

Disclosure of potential conflicts of interest: The board members present noted for the record that they have financial interests in entities that own property within the boundaries of the Havana BID, are active in developing property within the boundaries of the District, or are employed by such entities, and that such interests may be affected from time to time by actions of the Havana BID's Boards of Directors. In accordance with state law, the Directors have filed written disclosures describing such potential conflicts of interest with the Secretary of State, and the Directors present verbally reaffirmed such disclosures on the record of this meeting. No disclosures of conflicts of interest.

The board established a quorum and made motions to approve the April minutes and the financials.

Approval of meeting minutes from May 2019: Garrett motioned to approve, Yuli moved, Gary seconded, all in favor, none opposed.
Acceptance of May 2019 Financials: Garrett motion to approve, Yuli moved, Devon seconded, all in favor, none opposed.

We noted that the new HBID marker allocated for ADI Auto Sports was not reflected in the financials yet. A receipt of payment was received from company, but the check written for ADI Auto Sport 3 months ago has not cleared the Key Bank account. Chance will follow up with Key Bank, our accountant/Karen, NS our contact at the sign company and Tom owner at ADI Autosport.

BID Operation, Administrative & Development Updates:

Chance shared that we have a busy summer of events and more events may be added to our BID corridor in the fall. New stakeholders and partners would like to work with the BID to start up a 303 Pop Up Night Market and bring a Texas Korean Festival to Colorado. This festival would be rebranded in CO and take place in September 2019. We are helping to get the Rocky Mountain K-Pop Music Festival to come to Aurora. They plan to sell 5k tickets each night for a weekend event with 20 food trucks and 40 vendors at the Kaiser parking lot site on Parker Rd and Havana. Recently we have been working on other events outside of HBID specific events with other partners like the various chambers and stakeholders, i.e. Visit Aurora and City of Aurora.

We had positive feedback at the Cruzin' Havana wrap up meeting. We will be changing the time to earlier in the day – 10am-3pm in 2020. Other notes for a successful 2020: We want to reorganize vendors and location of vendors, address the issue of cruiser guest cars arriving too early, prior to equipment site set up, & organize more parking for the car club volunteers at each the festival site. Cruzin' Comcast commercials and mobile app impressions were ok. It might be best to run for longer durations in the future. However, for the Havana Auto Parts mobile app. promotion with NCM did have more impressions than contracted with over 621k impressions. Chance will share the sponsorship report in July that will give an overview of the marketing/ads for this event.

The June 6th event with photographers and videographers provided by Visit Aurora went well. Photos and videos will be provided to business owners to use at no cost. A sneak peek of the photo shoot was shared with the board via email.

We will need assistance from volunteers and board members in picking up and handing out sandwiches for the concert next week. Chance will reach out to board members for help with the next week's concert. Half of the shops do delivery and the other half only do pickups only.

The Frozen Treat event is next after the June concert for National Ice Cream Day on Sunday, July 21st. We do a progressive eating of ice cream at 6 shops and we have purchased the GRAND PRIZE giveaway, a Family Pack of Elitch Gardens Season Passes.

Havana Motor Mile: Gary shared details about graduation and handing out tool kits and the official keys to the chests. Recipients were very appreciative, values the program and grateful for the difference it's made in their lives. A HMM awardee at Subaru has completed all the trainings and certifications. He is Subaru Corporate's example of the success when working hard in their company. He has done so well with the support of the Havana Motor Mile program.

Art2C: Schomp Automotive Group & Subaru Corp. have received the okay from their corporates to install a new pad for the Art2C program for 2019. We need a new contractor for pad installation since the former contractor retired. The annual gala will be in November hosted by Schomp Subaru. We will meet with the new art contractor in early July. Chance will meet with the planners to give exact coordinates for the Master Plan amendment for the 6x6 concrete pad.

City of Aurora/Argenta & Other Development Updates: Chris and Dan shared that an application started for Circle K- Havana & Iliff and they are interested adding a HBID sign to location. Kum and Go is slated for planning commission at the end of July. Chad A. shared that Argenta is sending their information to the urban renewal board which is a positive next step. Chad with the BAB is still working on CoA business award recognition and encouraged BID businesses to apply. CoA partners can still submit nominations for the awards even though the deadline has passed.

New Business/Closures: Chance shared that a Kumon, tutoring & STEM programming, business will be going into the King Soopers shopping center.

Grocery Cart Races at the Safeway will be September 17th with Safeway, Comitis and local teams.

Business Watch: Increased homelessness with the nicer warm weather. HOT is very responsive to any referrals we send their way. We have seen an increase in graffiti but the businesses/property owners have been responsive to remove the graffiti quickly. Water projects are still on-going from 6th to 1st to replace old piping and infrastructure. The construction site at the Havana & Jewel plot is for the major traffic construction planned for Havana & Parker Rd. APD – Tom Graham announced that July is auto theft prevention month and he shared some safety tips. APD received a grant to buy “clubs” for auto theft prevention and working on a plan to disseminate to people with the most likely stolen vehicles. Ex: Honda Civics, certain years of F150's & 250's. August 6th with be National Night Out event with Falck Ambulance, businesses from the BID and Chris from Stampede will be providing food, giveaways and entertainment. Chance helped APD connect with bread distributor/Sara Lee & BID groceries to provide buns and treats for the event.

Last call for any other announcements:

Deedee from the Aurora Chamber invited all to upcoming events: Mayoral debate coming up and the Taste of The Chamber at the Radisson Hotel. She also shared that applications for their Leadership Aurora program are being accepted. There are five half sponsored scholarships available. She shared that The Chamber is dealing with issues on Facebook regarding their support of their member, the GEO Group, an ICE Facility in Aurora. Some are reviewing The Chamber's Facebook page negatively & trying to devalue the Chamber's reputation.

Charlie (Ward 4) commented on the issue the Chamber is having on their social media page. “An organized and juvenile effort to devalue Chamber.” He asked for Garrett's help at the Meet & Greet for the BID's Sept. 19th board meeting. Proposing an ordinance to deal with recycling bins placed on business properties. Another issue the city is challenged with is that Denver authorized a lateral entry program for police and fire and Aurora lost 16 police and fire officers to Denver recently. This Denver program is causing the CoA to lose a sizeable investment in training dollars for each graduate by offering a higher wage & better benefits. Charlie invited all to the Ward 4 meeting tonight at Fire Station 11 with a presentation by AEDC, Aurora Economic Development Council. He also noted that future Ward 4 meetings will be moving to the Stampede. Chris Swank has generously offered the space.

Garrett encouraged the business community to attend Ward 3 and 4 meetings. The BID represents a large majority of businesses in the city. Often these meetings are attended only by citizens. He shared the Kum and Go proposed development as a good example of how a business voice present at the meetings/public meetings allowed for a positive turnaround on how the neighborhood felt about a gas station developing in their area. He shared that by attending these meetings allowed for the BID to share the business perspective, the positive economic development impact and reduction of crime with this type of business. Testimonies shared by businesses of the BID allowed citizens and residents of the area to understand the value of having a company like Kum & Go invest in property in their neighborhood, but also in our corridor.

Other: No other BID business was conducted at this meeting.

Garrett motioned to adjourn meeting, Gary moved to approved, Devon seconded, all in favor and none opposed.

Adjournment: There being no further business to come before the Board the meeting was adjourned at approximately 9:17 am. The foregoing minutes constitutes a true and correct copy of the minutes of the above-referenced meeting, as approved by the Board of Directors of the Havana Business Improvement District.

The next regular BID Board meeting is July 18th, 2019 at 8:30am at Denny's 1505 S Havana St. Aurora, CO 80012

Secretary