

RECORD OF PROCEEDINGS – FINAL - Approved on June 20, 2019
MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF
THE HAVANA BUSINESS IMPROVEMENT DISTRICT

Held: Thursday, May 16, 2019, 8:30 a.m. at Denny's Restaurant, 1505 S Havana St, Aurora, CO 80012

Attendance: Board members: Finn Ruehrdanz, Gary Sliger, Shannon Jones, Garrett Walls, Devon Horan & Brenda Soper

Absent: Donovan Welsh, Yulissa Williams, & Matt Rauzi,

Others present: Larry Sweet - citizen, Soledad Anda, Christopher Johnson & Dan Osoba, Officer Thomas Graham (APD), Lt Mike Hanifen (APD), Naomi Colwell, Louis Mraz, Paula Wiens (Schomp), Omar Montgomery, Gayle & John Jetchick and Chance Horiuchi

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 April 2019: Garrett called for a motion to approve, Shannon moved, Brenda seconded, all in favor, none opposed, motion passed. Acceptance of April 2019 Financials: Garrett called for a motion to approve, Shannon moved, Devon seconded, all in favor, none opposed, motion passed.

Chance gave the board event updates and asked due to time to review the list in the attached Board Updates.

Chance shared that the upcoming event is Cruzin' Havana and cruise to win a 5-night ocean cruise, gas/gift cards, Bicycle Village Bike, & Havana Auto Parts tool chest.

BID Operation, Administrative & Development Updates:

Havana Motor Mile: Non-BID car dealerships membership dues with Mile High Honda in Denver and Denver County, would pay a fee to join as an associate member. The non-BID car dealerships are not be eligible for the tool program if not as associate member, former cost was \$2500. The tool incentive program allows for the top 5% of students at Pickens Tech to be awarded tool chests and a job at a Havana Motor Mile dealership. After the two-year program the student gets to keep the tool chest with a value of \$6500 of tools. The BID and Pickens Tech gets a deal and discount to purchase each tool chest for \$2500 each. We will have 4 students in this year's program with a graduation ceremony on May 22, 2019. We had a board discussion on the proposed new membership dues for non-bid dealerships. Board proposals to have the non-bid businesses pay the same 4.5 mils of their Denver AV. Garrett entertains a motion to accept fees, Devon moves and Gary seconds to accept the associate membership fee of 4.5 mils, all in favor, none opposed. Motion passed to set the Associate Member fees at 4.5 mils of previous year's Assessed Value. Gary S. shared that the toolboxes are in, there will be a presentation when they go out and planning a ceremony for May 22, 201. This is the third year of the program with Pichens Tech, working to expand and grow. Chance offered to do flyers to share with Pickens Tech. College and do more promotion about our workforce program.

Branding & Identity: Chance – Art2C – permits have been taken care of and we don't have to worry about the additional expense this year. We are still waiting for Schomp Subaru corporate to approve art installation while sculptures are still available.

Finn shares plan to put a public mural inside of the indoor soccer facility.

Electrical boxes – We have been offered an opportunity wrap ours along the corridor as a pilot program, each wrap starts at \$2500 to wrap a box, should last 5 years, might need additional insurance for these but could fall under the city's, we cannot put our logo on them, but can use our colors and themes, this could possible take place of the news racks in the future when we are responsible for less news racks, could save money in the long run, would not wrap all boxes along the corridor, also have the opportunity to wrap news racks as well.

Banking/ADP: First Bank account is set up and money from Arapaho County will go into that account. Enough checks left with Key Bank until the account is closed. Gayle is no longer an admin on the ADP account, Garrett is now taking her place and has been added as an admin on ADP.

Marketing and Ads: Chance showed samples of the most recent ads for the summer Rose garden concerts and Havana Motor Mile on Facebook & The Sentinel. Facebook promotion of the summer's concerts have been successful organically and may relocate marketing print ads to other events. We have too many RSVP's for the summer concerts online (EX over 2k RSVP'd and the venue only hosts 450). We may hire APD if necessary. In May we did lots of filming for ads for restaurant week and those videos were used to market restaurants. We are in the process of getting some new creative content. Looking to update past video/commercial from Cruzin' Havana with new contents for future years. Westword has featured many corridor restaurants recently. Bettola Bistro is featured as one of the top Denver Italian Restaurants in the Westword.

Argenta & Other project updates from COA Planners: Dan and Chris shared updates on projects. Nothing new on Argenta. Stinker Gas Station (Bradley Gas) is nearing second review. Circle K/Shell (corner of Iliff/Havana) has submitted application to reconfigure the site. Living Water Car Wash permit should be issued today and will break ground soon. Kum and Go public meeting was well-attended, specific concerns from residents were answered, some colors and designs will be adjusted to meet resident requests. Garrett mentioned that his company and adjacent property owner supports the Kum and Go as they have had issues with homelessness and crime, and this could help alleviate those issues with a 24-hour gas station. Most of their shopping centers with 24-hour gas station have less crime. This property will require 6-8 million investment to purchase, rebuild and meet code expectations.

Other Announcements:

APD – Lt. Hanifen shared that the Rock It Sock It goal was 2000 pairs of socks and in total 21,000 toiletries, socks and cash were donated. Very grateful for community support. This fundraiser helped replenish supplies for outreach centers after extreme cold periods. Garrett asked if this can happen in the Fall prior to the cold season, Chance would like to be included in future conversations for next year, possibly have a donation option at the last concert at the Stampede with Dotsero on September 10th.

Officer Tom Graham shared that the National Night Out is Tuesday August 6th, two south locations; Utah Park and Stampede, meant for neighbors to come out and socialize and get to know each other. Chris at Stampede has stepped up big time with food and entertainment. Morehead park up north as well and partnering with cultural groups.

APD welcomes you all to attend on Tuesday at noon, there will be the fallen officer memorial from all over the state and is open to the public at the APD headquarters building.

Auto theft and larceny flyer handed out and discussed best practices shared. Civic and Accords/F250 and 350 are most stolen vehicles.

Garrett on behalf of Chad Argentar – gave an update on BAB awards for any business that is operating in Aurora, wants to highlight a variety of business in the city, info and nominations can be found online at auroragov.org/businessawards. Please help spread the word.

Last call for any other announcements: Paula from Schomp – Announced the Mile-High Hook and Ladder parade in old town Littleton on June 15. She gave a special thank you to Aurora PD for support at STEM school shooting as their other location is right across the freeway.

Garrett shared the next meeting date for June 20, 2019 & that the September meeting will have extended time for mayoral candidates present.

Other: No other BID business was conducted at this meeting. Garrett called for a motion to adjourn meeting, Gary moved to adjourn, Shannon seconded, all in favor and none opposed.

Adjournment: There being no further business to come before the Board the meeting was adjourned at approximately 9:29 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 June 20th, 2019 at 8:30am at Denny's 1505 S Havana St. Aurora, CO 80012

Secretary