

RECORD OF PROCEEDINGS – Final
Approved on April 18, 2019
MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF
THE HAVANA BUSINESS IMPROVEMENT DISTRICT

Held: Thursday, February 21, 2019, 8:30 a.m. at Denny's Restaurant, 1505 S Havana St, Aurora, CO 80012

Attendance:

Board members: Devon Horan, Finn Ruehrdanz, Donovan Welsh, Garrett Walls, Shannon Jones, Yulissa Williams & Gary Sliger

Absent: Brenda Soper and Matt Rauzi

Others present:

Christopher Johnson & Dan Osoba, Soledad Anda – City of Aurora, Commander Mike Hanifin, Officer Thomas Graham (APD), Rob Niedringhaus (AAIPP), Paula Wiens – Schomp Automotive Group, Gayle & John Jetchick and Chance Horiuchi

Introductions: 8:33 a.m. Call to Order by Garrett, established a quorum and 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.

Garrett did share that the board decided in executive meetings to move banks, deciding on Bank of the West or First Bank

Garrett asked if there were any board comments or suggestions to last month's minutes. There were none.

Approval of Meeting Minutes: Garrett Walls made the motion to accept the meeting minutes from January 2019. 1st: Yulissa Williams, 2nd: Devon Horan, None Opposed, Vote: Approved unanimously

Garrett asked if everyone has gone through 2019 financials, asked if there were any comments, additions, or changes.

Acceptance of Financials: Garrett Walls made the motion to accept the January 2019 financials.

1st: Donovan Welsh, 2nd: Gary Sliger, None Opposed, Vote: Accepted unanimously

Chance thanks Finn Ruehrdanz, board member for taking notes for the board minutes. Chance gave an overview of the past event and future events. The BIG GAME party at BWW. It was a big hit, HBID purchased food, gave away gift cards and allowed managers to hand out at their discretion. BWW did \$10,000 in take-out orders before the start of the game. Our Celebrate Small Business On Havana Street is still in progress. Chance spoke with Yuli and Shannon about hosting an event for the month and decided on Snowl on March 19th. Networking opportunity with new food to explore. May the BID will be featuring Restaurant Week. June is our Cruzin Havana event and planning is progress and moving forward. Update regarding Cruzin' Havana: The Stampede will host the mini car model cars & RC cars on their dancefloor. Grocery Cart Races have been pushed to Fall. No date selected by Safeway. Comitis would like to look in Sept/Oct time frame.

ART2C (Rob)– shared with board that as a group they reviewed the program with Gayle and Chance. The AAIPP has new members this year that are very enthused with what they have heard from HBID, already in process of selecting artists to submit for next cycle, would like to expand program to new businesses & looking at extending cycle.

Chance shared redevelopment updates: Kimco's Village on the Park and Old Navy construction is still in progress. Chris Johnson (CoA) shared that Living Car Wash's groundbreaking will be in Q1, then shared more details about the letter of support for TIP grant requested from HBID, TIP would be \$800k for construction with targeted improvements to update traffic signals and bus bypass lanes. City & RTD wanted input and wants to make sure it works for the corridor. We are working with RTD to move bus stop to where shelter structures are. Chance shared that in the past HBID has been hesitant to support since some cost could infringe on business & property owners. BID wants to support, but there are concerns. Garrett Walls shared that the HBID has difference easement laws then other parts of Aurora. Dan and Chris, city planners, shared that the Kum and Go will be going into the former Salvage Restaurant/Summit Steakhouse. The gas station/convenience store is in review process. Planners shared that the company is going above and beyond landscape requirements. Nothing new for Argenta but they are working on their third plan review. Garrett Walls shared some updates from Tom Klein, Dillon Place developer of Argenta. Tom Klein shared that the project is fully funded, and crews are ready to break ground once the agreement is signed by the City of Aurora.

Chance continued with events and wants to allocate budget money to have Pets program again this year. Many have inquired about the event, but we did not budget for the event in 2019. She asked guests and board to share any updates for the website and the directory. Gayle and Chance have actively updated each listing. The Marketing sub-committee met in mid-February. They are exploring new opportunities, movie theater marketing with mobile application using geofencing, location services and banner ads. We will also continue with hotel key cards. We now have three hotels in the marketing plan. We wanted to get into the Gaylord of the Rockies hotel, but they do not offer marketing on their hotel key cards at this time.

Recently Chance has attended other BID group meetings to learn what they are doing and how they are engaging customers. Chance also attended the Imagine2020 Public Art workshop to learn about how to be competitive with other areas, attract different audiences, and learn more about new art trends.

Garrett Walls would like to approve marketing subcommittee decisions. He asked if there were any questions or comments regarding the movie applications or hotel key cards? There were none. 1st: Devon and 2nd: Yuli, All in favor.

Aurora Police: Commander Hanifen shared that his role in district was to oversee neighborhood officers and businesses. He talked about socks and toiletries drive. Need 200 more pairs of socks. Please visit Rockitsockit.org. There are many community partners for this fundraiser. APD needs help stuffing socks with toiletries. Sock donations is the main focus for Comitis Crisis Center. They are often low on donations for socks year to year. March 2nd is the sock stuffing party with volunteers and media at the Summit Event Center from 8am-noon. There will be live music. Also please donate youth and adult socks. Boxes available for donations at local businesses. Bank of the West does have a donation box. Garrett Walls shared that it is great that the HBID is involved in helping people experiencing homelessness. BIDs are becoming adversaries, and this is an opportunity to support community including the homeless. We are not the typical BID, we are here to improve the community.

Chance talked about the fear and challenges of BIDs moving forward and how we are unique due to our diversity. Our local and international businesses are still a destination and the community continues to shop the diverse options on the corridor. Homelessness, workforce, affordable housing, and many other concerns. As a BID and BID board we need to remain engaged with the legislation and active in solutions for these challenges. Currently there is a lawsuit with DDA's, like downtown Denver regarding homelessness issues. Downtown Denver Inc (membership organization for BIDs and DDAs) has expressed concern that other lawsuits could unfold attacking BID's regarding homelessness and gentrification. Another concern is our 20 shopping centers. Will they be relevant to future shoppers/millennials? Local and global trends People are looking for experiences like the co-op eateries and marketplaces (Stanley Marketplace, Denver Milk Market & Avanti).

Garrett Walls asked attendees to stay tuned for future meetings at other locations. We have had some challenges with Denny's space, cost and we should explore other spaces On Havana Street.
Last call for any other announcements: None

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

Garrett Walls motioned to adjourn the board meeting. 1st: Donovan Welsh 2nd: Gary Sliger

Adjournment: There being no further business to come before the Board the meeting was adjourned at approximately 9:11 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 the March 21, 2019 at 8:30am at Denny's 1505 S Havana St. Aurora, CO 80012

Secretary