

RECORD OF PROCEEDINGS – FINAL  
Approved on May 16, 2019  
MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF  
THE HAVANA BUSINESS IMPROVEMENT DISTRICT

Held: Thursday, April 18, 2019, 8:30 a.m. at Denny's Restaurant, 1505 S Havana St, Aurora, CO 80012

Attendance:

Board members: Finn Ruehrdanz, Yulissa Williams, Matt Rauzi, Gary Sliger, Shannon Jones, Garrett Walls, & Brenda Soper

Absent: Donovan Welsh & Devon Horan

Others present: Chad Argentar – City of Aurora, Don Rico – Sentinel, Larry Sweet - citizen, Morgan Sibel (WeeCycle), Christopher Johnson & Dan Osoba, Officer Thomas Graham (APD), Paula Wiens (Schomp), 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 February and March minutes and the financials.**

Approval of meeting minutes from February 2019: Garrett motioned to approve, Yuli moved, Brenda seconded, all in favor, none opposed. Approval of meeting minutes from March 2019: Garrett motioned to approve, Shannon moved, Brenda seconded, all in favor, none opposed. Acceptance of February 2019 Financials: Garrett motion to approve, Yuli moved, Brenda seconded, all in favor, none opposed. Acceptance of March 2019 Financials: Garrett motion to, Shannon moved, Brenda seconded, all in favor, none opposed.

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 in May is Restaurant week and to enter to win the two \$500 giveaways on our website.

**BID Operation, Administrative & Development Updates:**

Garrett gave an overview of our BID banking, announced BOTW account will be for our reserves and does not allow online access to our account, our FirstBank (that will be opened later this month) will be our operating account since they allow internet banking/access to our statements and local. Garrett shared that he had a conversation with Spencer Fane a few months back regarding the number of signers on the account, we were told to keep the signors on the accounts under five, Garrett requested a motion to approve five FirstBank signers and four BOTW signers listed on the board updates. Yuly moved and Gary seconded, all in favor and none opposed.

Chance continued onto the development updates: Dan and Chris with the CoA shared that the Kum and Go public meeting was cancelled since it was supposed to be hosted at a school, due to the closure of schools on 4/17, the public meeting will be reschedule in next few weeks. Kum & Go is on their second review and there will be a third to include the public meeting comments/resolutions. The public art and the easement is under review. There is a discussion on how the art piece will move with the possible new construction with the removal and installation of the new art piece. The pad site prospect with AmCap is under review for submittal. The TIP Grant for traffic in preliminary data gathering for the corridor, not sure when last traffic study was done most likely ten or so years ago, CoA wants to make sure that bus stops line up with where the canopies are. Chad A. with the CoA gave an update on Argenta: the development is still in phase one, all financing in place, & a few agreements still pending with urban renewal. Dan O with CoA shared that Mike Naughton Ford will be renovating space no expansion is happening.

Chance – Art2C – She shared that the board will need to look at the possibly increasing the budget in 2019 or 2020 to include Schomp in our program. Schomp wants an art piece/site/concrete slab, but more money needs to be budgeted for this new addition. Schomp may be willing to pay for part of the cost of the install, the BID can possibly cover the other half of the pad, we are waiting on Art in Public Places to approve adding another site location & the 2019 art selections. As a board we wanted to have the discussion now to budget for future possible spending in our branding budget. We are starting this discussion with the planners now to get another site location ready if needed and they are helping to find a space on Schomp's property that might be the best fit. We may look at placing the Kum & Go piece at the possible Schomp pad since Kum & Go will be under construction. We wanted to share that the CoA may be increasing permit costs this year or in the future, which will have a significant impact (up to \$4000 in permit fees). The AIPP is in the process of addressing this issue. We wanted to share this change in the process this year. The fees may be

waived, but it is a concern for the future of the Art2C. Gayle shared in the AIPP meeting we had that this could possibly terminate the programs if fees continue to rise. In addition to the permit fees there are the possible contractor fees too. GC may be needed to install due to risk management. We may no longer be able to do the install and removal if the art on our own with a handy man. This change in the process could increase the budget total. We may also discuss increasing the stipends if needed, possibly change the interval from 12 months to every two years, and Garrett suggested that we need to schedule a meeting with the board and the commissioners soon.

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.

Havana Motor Mile: ADI Autosport will get a district marker this year. We have had this \$8000 in our budget for 2 years, just waiting on the invoice from the company. New commercials for car dealerships, auto services, and restaurants recently aired, new challenges with 9news ads regarding creative, Kim Fox working with them to make adjustments.

ADP payroll updates for Gayle, We sent in the Kaiser renewals. Audit was easy and no red flags.

Don from the Sentinel shared many new digital marketing opportunities, new AP award received

HMM – sale tax has increased, commercials are airing, Mile High Honda is not in Aurora/BID but wants to be involved in HMM tool scholarship program but not sure what our association fees should be, if they are willing to pay a fair share similar to what other dealerships are contributing then we can allow them in the program, we are in the process of creating an opportunity for associate memberships for dealerships, GW shared that as consumers most don't care if they are being in Aurora or Denver, but due our program and marketing we need non BID businesses to make an investment, MR shared that they should possibly pay a premium, associates membership can help with HMM costs, GS shared that the tool incentive program helps with the retention for mechanical techs and should be only offered to BID members.

Business watch – more tents from homeless with the weather improving, fairly quiet per APD, shoplifting is down as related to the homeless, less activity on our crime stats.

New business – Shortline Mitsubishi is closing and could hurt us with sales tax revenue, new company taking their place but is the first in the country, will be leasing the space from Shortline. New businesses at Wester Centers – Milkroll Ice Cream & Uncle Joe's Hong Kong Style Bistro, due to new openings and shopping center stories our numbers on social media have skyrocketed and created some buzz.

Chad – update on BAB awards for any business that is operating in Aurora, want to highlight a variety of business in the city, info and nominations can be found online, please help spread the word.

Public Meetings: Canterbury Park 4/23 at 6:30pm at Aurora Fire 11 and Kum & Go 4/17 cancelled & will be rescheduled

Announcements: WeeCycle (Morgan) – manage recycled baby gear to give to those in need, drop off sites all around the metro area, need a drop off site for BID area of town and hoping for a business to help and will pick up regularly, event/fundraiser event coming up, provide baby gear to 45 non-profits around the metro area.

Schomp (Paula) – Looking to sponsor many things in Aurora and get more involved in the city, lots pending hopefully more announcements pending.

Last call for any other announcements: None

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

Garrett motions to adjourn meeting, Gary moves to approved, Yuly seconded, all in favor and none opposed.

Adjournment: There being no further business to come before the Board the meeting was adjourned at approximately 9:23 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 May 16, 2019 at 8:30am at Denny's 1505 S Havana St. Aurora, CO 80012

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Secretary