

RECORD OF PROCEEDINGS – FINAL  
Approved on October 17, 2019  
MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF  
THE HAVANA BUSINESS IMPROVEMENT DISTRICT

Held: Thursday, September 19, 2019, 8:30 a.m. at Denny's Restaurant, 1505 S Havana St, Aurora, CO 80012

Attendance: Gayle Jetchick, Liz Fuselier - CoA Planning, Chris Johnson - CoA Planning, APD Officer Graham, & Chad Argentar, Chance Horiuchi

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

Attendance by Phone Conference Call: Finn Ruehrdanz, Brenda Sooper & Matt Rauzi

Introductions: Call to Order by Garrett Walls at 8:32 a.m.

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 August Minutes & Financials.**

Acceptance of August 2019 Minutes: Garrett shared that he updated the grammatical errors in the minutes, then Garrett motioned to approve Donovan moved, Yuly seconded, all in favor, none opposed.

Acceptance of August 2019 Financials: Garrett motioned to approve, Shannon moved, Yuly seconded, all in favor, none opposed.

**2020 Operational Budget**

Garrett gave a summary of the changes and updates to the budget. He gave an overview of the salaries proposed in the 2020 budget. Gayle Jetchick will retire from the Havana BID on December 31', 2019 and her part-time status as an employee will expire with the current 2019 Budget Year. He shared that the board appropriated \$20,000 for contract staffing to be used on an hourly basis for temporary labor for events (heavy lifting and clean-up) as needed and/or consulting by Gayle Jetchick. Garrett also shared that the board adjusted Chance Horiuchi's base salary up by 5% to reflect the increased duties as Executive Director in the 2019 Budget Year and grossed-up her salary to cover health insurance costs directly. All other dependent payroll costs (Worker's Compensation, Retirement Savings Match, ADP, and Payroll Taxes) were adjusted to the new salary number.

Yuly shared that the 2020 events budget increased from \$100,000 to \$115,000 due to increase in costs of hosting, vendor fees and the addition of new events. The board discussed that there will be a Marketing and Events committee that can determine the details in the allocated budgets for each event. Donovan also noted that the board discussed that there was no need to have a significant amount of reserves for the event budget. The board felt it was best to spend the monies towards the events and historically we did not need the \$5,000 in reserves.

**Webolutions and Digital/Social Marketing:** The Board discussed obtaining a proposal from a full marketing team to replace Webolutions for 2020. Garrett shared that the board decided to explore other companies that can service our needs for website development, graphic design, branding and marketing expertise. We currently have a contract that hosts our website for about \$25,000/year and he will get a bid that can do those services for less. Plus, he has experience with the company and feels that they will work well with Kim Fox at Fox Media and Marketing.

Garret asked if the board had any other questions, comments or concerns regarding the 2020 budget and changes in the budget. Due to no questions, comments or concerns, Garrett motioned to accept the 2020 Operational Budget, Shannon moved, Donovan seconded, all in favor, none opposed.

**Jordan Motors** – The board discussed Jordan Motors ask for assistance with beautifying the entrance to HMM – 6<sup>th</sup> Ave/Havana (landscaping/sign). Garrett and all the board members shared that we do not want to set a precedence by offering to help with the costs of landscaping on the corridor. Chance shared that Gayle has advised that historically over the decade many stakeholders and businesses have asked for assistance with landscaping. Every ask was declined, but the BID decided that the District Identity monies will be appropriated to help stakeholders with the district marker sign only. Gayle shared that if we supported one property then we would have to support all 209 properties in the BID. The board discussed that every business along the corridor would want assistance with their properties landscaping and the BID would not be able to budget for that type of assistance. In 2020, the board budgeted \$10,000 in our branding identity budget to support businesses interested in hosting a district marker. The 2020 budget does not allocate any monies for support for landscaping. Garrett entertained a motion to approve, deny funds to help Jordan Motors with landscaping. Devon moved to deny funding landscaping support for Jordan Motors, Shannon seconded, all in favor, none opposed.

**Board Committees:** The board entertained a discussion about officially creating two committees for board engagement. Garrett and Yuly asked if anyone had any questions. There were no questions. Garrett motioned to formally establish two committees - Budget & Events and Marketing, Yuly moved, Devon seconded, all in favor, none opposed. The board entertained a discussion regarding the committee membership where each committee will have at least 3 Board Directors and each Board Director shall be required to be a member of at least one committee. There was no discussion. Garrett motioned to create committee membership, Shannon moved, Donovan seconded, all in favor, none opposed. Yuly clarified more on the budget and events & marketing committees' duties. She said she will work with the board, oversee and organize the committees each board member commits to. She also shared that once the committees are established, we will schedule a time to meet to discuss the details of the budgets for each event for 2020. Then the board entertained the discussion on Board Governance where the Board Directors shall be required to attend at least 50% of the Public Meetings and Board Directors shall be required to attend at least 25% of the budgeted BID events. Garrett and Yuly noted that in 2020 we have about 28 events, as of today, therefore the board must commit to at least 7 events in 2020 in compliance with the board governance. Yuly and Garrett also shared that the board members must attend or phone into board meetings at least 6 times a year according to the board governance. There were no questions or comments regarding the board governance. Garrett motioned to formally establish board governance where Board Directors shall be required to attend at least 50% of the Public Meetings Donovan moved, Gary seconded, all in favor, none opposed. Garrett motioned to formally establish board governance where Board Directors shall be required to attend at least 25% of the budgeted BID events, at least 7 events in person, Donovan moved, Devon seconded, all in favor, none opposed.

**Event Updates:** Chance asked the board to review the details in the board updates regarding the events. She shared that the events this past month were successful with an exception to the Grocery Cart Race After Party at Gibby's. Unfortunately, the GM of restaurant bar did not prepare her staff for our GCR party. Due to the inconvenience they did honor a discount. Chance asked Donovan to share his thoughts on the GCR. He shared that he was "fascinated, thrilled to be there, great event, loved the kids in superhero costumes, couldn't believe that Safeway remained in operation during the event, and loved the participation from the community." Chance shared that we hope to grow this event in 2020 for the 10<sup>th</sup> Anniversary and engage more stakeholders and board participation.

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

**District Identity/Art2C:** Chance shared that the Art2C de-installs are going well and the art contractor makes the process so efficient. Yesterday's crane day was a success and that we finished 3.5 hours early. She also shared that we are still waiting on Shortline Automotive to approve the Schomp Subaru concrete pad on the master plan for Subaru's property. Chris Johnson and Liz Fuselier shared that due to the challenges of Shortline's legal it would be very difficult for the City of Aurora to approve the amendment to the site plan. The city planners are working closely with the BID to help with adding the concrete pad to the site plan. The Board discussed the challenges of the situation and decided to move forward in negotiating the legal terms and language with Schomp Subaru, Shortline, City of Aurora, Aurora Art in Public Places and the BID.

Chris Johnson shared that the Mubarak Villas are moving forward near Jewel & Fulton Street. SITE PLAN FOR 20 DUPLEX UNITS IN 10 BUILDINGS AND A REPLAT FOR 20 LOTS ON 1.75 ACRES. WAIVERS ARE BEING REQUESTED FOR SETBACK, MODIFIED STREET SECTION AND LANDSCAPING

Liz Fuselier shared that the Fan Fare/Argenta is also moving along now that funding is done. It is taking time due to the size of the project. The first process in the development will start with building sewers, roads, utilities, and infrastructure. 1st Phase & groundbreaking will begin in the early October on the 1st 3.6 acres for the 86 townhomes. Argenta is a phased master plan for 10.55 acres new mixed-use development consisting of 86 townhomes, 208 multi-family & 20,000 sq ft of small-scale retail. Dillon Place (Jim Mercado and Tom Klein) closed on the property late August 2019 & purchased the Fan Fare property from the City of Aurora.

Liz Fuselier also shared that Stinker Stores will be going to Planning Commission in October. Stinker Stores is located at 2160 S Havana St in the vacant lot between Bradly Gas office and Tynan's Used Car lot - NE CORNER OF S HAVANA ST AND E WARREN AVE

Chris Johnson and Garrett shared that Kum & Go officially owns the Salvage Restaurant property and that the city is currently reviewing the drainage plans. The groundbreaking is expected for October/November 2019.

**Havana Motor Mile:** Chance shared that we are currently working on the HMM commercials that will run for 2 weeks after the election from 11/4 to 11/18 – prime time. If we have extra monies in the budget, we may do another run of commercials in December with a winter/holiday addition. Also, see board updates regarding Schomp's past events.

Visit Aurora is hosting the Visit Aurora's Savings Pass featuring our businesses in the District at no cost. We began marketing the Visit Aurora Savings Pass to our district so that our merchants and businesses can include a discount through the savings pass. There is no cost to the District or the businesses and it's completely up to the merchant on what they would like to offer. Visit Aurora has an

annual contract with a company called, "Bandwango" and they create the pass for us. The Visit Aurora Savings Pass will be provided to convention and tournament attendees staying in Aurora or at one of our Denver partner hotels nearby. The Savings Passes will be distributed to the Gaylord Rockies convention groups, but there are several other groups throughout the year that have interest in the pass and staying at a hotel near On Havana Street. This partnership program will be a great benefit for exposure to the District and will draw business to On Havana Street during peak convention and tournament dates.

Other Announcements: Yuly asked the board about volunteering for the candy delivery for 10/25 FRI at 4pm. Yuly, Shannon, Gary, Donovan and Brenda will help. Donovan will bring his truck to help pick up the pallet of candy at Costco.

APD – Tom Graham shared that Park Aurora & APD has put up "No Parking" signs on 4 streets: Havana & Dayton, Jewel & Colorado, Evans and Warren to help discourage abandon vehicles, illegal parking, and code enforcement issues. He shared that homelessness issues are picking up. He wanted to share that if there are homelessness issues on public or private property to make sure to contact Access Aurora so that the HOT can assist the homeless first before APD's involvement. If there are homelessness challenges or issues on private property, then it is up to the ownership of the property to enforce the trespassing or removal. APD can help properties with the trespassing process, but there must have trespassing signs posted for APD's assistance.

Gayle shared that there is a car and RV – Coachman on the Colorado Rapids property that regularly moves around the parking lot. She is sure that there is a family living in the Coachman. She will work with Finn and code enforcement regarding this issue. She also shared more details about abandoned vehicles at Village Inn and how APD and code enforcement helped the property owner with those issues.

Last call for any other announcements: No other announcements. Other: No other BID business was conducted at this meeting.

Garrett motioned to adjourn meeting, Donovan moves to approved, 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 adjourned 9:25 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 October 17th, 2019 at 8:30am at Denny's 1505 S Havana St. Aurora, CO 80012

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Secretary