

RECORD OF PROCEEDINGS - **DRAFT**

Approved on 4/21/2022

MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS OF  
THE HAVANA BUSINESS IMPROVEMENT DISTRICT

Held: March 17, 2022, 10am via Go To Meeting. The phone in number United States: [+1 \(669\) 224-3412](tel:+16692243412), **Access Code:** 425-389-565 and URL – <https://www.gotomeet.me/onhavanastreet> are listed publicly on our [website](#) and our [Facebook](#) at [@OnHavanaStreet](#). [The recording and transcription of the meeting is available upon request.](#)

**Attendance:** Chance Horiuchi – BID ED, APD PAR District 1 - Patty Southwick, Council Member Ruben Medina – Ward 3, Chad Argentar – BID liaison, Amanda Gildea – Colorado CPA Company (BID Auditor), Diane Wheeler – Simmons & Wheeler (BID Accountant), Rachid Rabbaa – Planning Dept., Mayor Mike Coffman, Lori Kropp – Havco/BID property owner near Havana & Kentucky and Scott Davenport at Heirloom Antiques joined via phone call and video conference.

**Board Members Present:** Garrett Walls – Havana Exchange Shopping Center/E-5 Equities, Alex Lee – New Gate Construction, Yuly Williams – US BANK, Donovan Welsh – Havana Auto Parts, Matt Rauzi – Colorado’s Pro Gym (audio not working, using chat), Patrick Armatas – Sam’s No 3, Jennifer Dunn – First Bank, & Kerstin Hitchcock – Gary’s Full-Service Auto Repair at 10:00am. John Sanchez was not able to attend.

**03:21 - 03:36 Mayor Coffman Update: Camping Ban Update -** Mayor Coffman gave an overview of the proposed camping ban with a 72 hours’ notice, requires the city to offer an alternate shelter option. He shared that for private property, the rules are same that if someone is unauthorized then the property owner must file a trespass complaint to begin the camping ban ordinance.

**Retail and Auto Theft Update:** Mayor Coffman also shared his concern about the retail and auto thefts. He also shared that the “City is to support a bill that went through the legislature about organized retail sales to try and create more transparency.” He also offered the opportunity for retailers to reach out to the mayor’s office. He shared that “if any retailers want to meet with me or have any ideas about anything that can do better, when it comes to retail theft, please reach out to me and let me know more than happy to meet all inside as well with retailers to talk about this issue or police staffing problem continues.” He shared that he is concerned and that “the gap is serious, in terms of, I think is sort of our ability to provide public safety where we’ve had to rate a lot of specialized units to be able to fully staffed patrol.”

**APD Staffing Update:** He shared a brief update that the police department is running multiple academies to address the workforce shortage in staffing. He also mentioned that APD is also looking at “recruiting lateral transfers, experienced law enforcement personnel and the council is enacted a bonus program to try and keep the individuals that we have.” “There’s a problem, very concerned about auto theft as well.” He also shared that he hopes that the counties, Arapahoe, Douglas, and Adams update their polices on the jails and “being able to jail individuals that are been arrested ... they can either bailout or wait, and pretrial confinement further trial.”

**Featuring a local restaurant and small business a week:** He also shared that he is “going to be featuring one restaurant awake, one small business week. I was going to combine those, but I just decided to do separate promotions, and there’s a lot of interest, particularly in the restaurant side, but if you’d like me to visit your small business, be happy to do so in the future.” He shared that on his Facebook page he has about “12,000 followers and to like me” so that you can see the features of restaurants.” “The corridor has incredible ethnic restaurants.” He welcomes OHS restaurants to be featured. He wants to highlight stories and store owners in the social media posts. Any questions?

Garrett shared that some stakeholders in the corridor have expressed concerns at some of our retailers like Ross and Kohl’s regarding retail crimes and the many auto thefts in the parking lots. Tynan’s also expressed concerns and the BID would like to connect the mayor with the stakeholders.

Mayor also shared he would be happy to attend any meetings with the auto dealers and other properties. He shared it is frustrating and “we need to get a handle on it.” We really need to address the auto theft and the problematic with just a summons to court. Our stores and brick and mortar are challenged and feel helpless. He thanked the Havana corridor.

**Council Member Medina – Ward 3 Update:** He shared the upcoming Town Hall on April 6<sup>th</sup> at 6:30p at Active Adult Center. He shared the challenges with gas theft. He shared he is happy to visit stakeholders’ properties and businesses. He is also happy to help litigate some of the challenges and concerns. Garrett shared that the BID would put out the Ward 3 Town Hall details to stakeholders.

**APD Update with Patty Southwick:** She shared that the APD PAR is rotating between patrol and PAR. She announced that “starting April 15th, there's going to be four PAR officers assigned to District 1, for all of District 1... and the other officers that are left, will be working Patrol, so those officers should be permanently here, not rotating back and forth... but it is only going to be for officers for all of district one at that time.” She shared that there is a generalized contact information for the stakeholders. Chance held the contact information on the screen for stakeholders. She also noted that recently the BID and PAR has had to advise the businesses about the new policy and that in the case they need APD to reach out to this **general district email at [distict1par@auroragov.org](mailto:distict1par@auroragov.org) call the phone number (303) 739-1850**. The District PAR contact information is provided in the monthly BID/board updates and always listed with the monthly crime stat report. The BID also includes the information in every board meeting in the chat box, and in the BID minutes. Chance often texts an image and the contact information to the property owners in the corridor.

**If businesses have any concerns, then APD asked businesses to email District 1 PAR at [District1PAR@auroragov.org](mailto:District1PAR@auroragov.org). The general contact phone number is 303-739-1850. The District no longer has one Police Area Representative, PAR officer, assigned to a region and many PAR officers are re-assigned to patrol only.**

**In future months, only four PAR officers will be assigned to all of District 1, so the GENERAL PAR EMAIL CONTACT PHONE ARE THE BEST CONTACT moving forward into 2022.**

13:29 - 13:35 Chance also shared that the businesses should also know to contact “Access Aurora, to download the app and then upload your concerns ... Whether it's homelessness, graffiti, trash, mattress dumping, you name it a fire, camping, and then also e-mailing and calling the District 1 email.

Patty Southwick also shared that a supervisor would assign/distribute the emails to officers to handle. There may be a delay in response, so she advised that “if you need a police response, you know, don't leave a voicemail there. Call our dispatch, or you know if it's an emergency, call 911.” Garrett Walls, asked, “Any questions for Aurora Police Department? None.

14:30 - 14:34: Noting for the minutes Garrett shared that we were joined by Matt Rauzi with Colorado's Pro Gym and BID stakeholder Scott Davenport at Heirloom Antiques by phone and Diane Wheeler at Simmons and Wheeler.

**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.

**Acceptance of the Feb. 17, 2022 Minutes:** No questions, suggestions, or additions. Garrett moved to approve the February 2022 Minutes pending any substantive, formatting, and administrative changes without objections. Garrett moved to accept the minutes as approved as amended, Donovan seconded, all in favor non opposed. No nay votes. February 17, 2022, Minutes were approved.

**Acceptance of the Feb. 2022 Financials:** No additional questions, suggestions, or additions. Garrett asked for a moved to approve the February 2022 Financials pending any substantive, formatting, and administrative changes without objections. Garrett moved to accept the financials as approved as amended, Patrick seconded, all in favor non opposed. No nay votes. February 2022 financials were approved.

**2021 Havana BID Audit Draft by Colorado CPA Company:** Chance shared that the BID does an annual audit as a public state entity. She introduced the accountant Diane Wheeler and the auditor Amanda Gildea and asked them to give an overview. She also shared that the BID submits the audit to the City of Aurora, typically a mid-March or in late March at the latest so that the city of Aurora can budget for the following year. The BID has never really had any significant red flags or concerns.

**Diane Wheeler** - As far as the annual audit goes there is a clean opinion attached to the audit.

**Amanda Gildea** – She shared that the latest draft is dated March 11<sup>th</sup>. A draft that you guys have dated March 11th is the latest and greatest on which I do plan to issue a clean opinion.

**Accountant Overview of the 2021 Audit:** Diane Wheeler shared that a clean opinion is required from the state and that “it just means she did not see anything that was materially incorrect.” She shared that “As otherwise, you have seen these December numbers before, when the board reviewed the December financial statements.” Her highlights: “the district sits with the fund balance of about \$643,000 in the general fund. So, that, you know, we'll carry forward to next year.” Garrett shared his screen showing the audit draft and displaying the audit and financials Diane was highlighting. Diane shared that the “\$643,000 was the fund balance in the operating fund, that's how much cash we have available. She shared that “there really aren't any changes in this bid

audit ... and that “we just add the capital improvements since there is no debt.” Her and Garrett went over the audit via screen share. “This is the Budget to Actual schedule, so you'll see we budgeted about \$1.6M and we spent about \$382,000, and you can see how it was spent.” Diane also noted to the BID that the “only changes from this audit compared to the end of year financials, that were sent out in December, was a couple of expenses that we needed to take back into 2021 that we paid in 2022. Nothing significant.” She also shared that the last few pages included notes from the audit and asked if anyone had any questions.

**19:55 - 19:58 Garrett Walls** - Does anyone have any questions for Diane or Amanda? Garrett Walls shared that the BID’s audit “was pretty straightforward” and that he appreciated Amanda’s “approach to conducting the audit and review the report. All of us are not accountants on the board, so we appreciate your approach to this and keeping it kind of concise and short into the numbers. It’s a lot easier to digest for the board members.” He asked, “In general, are there any questions about the draft that you see presented in front of you?” None.

**Motion to approve the Annual 2021 HBID Audit for submission:** Garrett Walls entertained a motion to either approve or reject the draft so that we can officially submitted and approved or as accepted by the directors. Patrick Armatas seconded the motion to approve the draft to be officially submitted to the City by the board of directors. The motion was moved and seconded that we approve the draft from 3/11/2022. Garrett Wall asked, “Is there any discussion or any amendments?”

21:20 – 21:22 Amanda Gildea shared that it was her “first year working with the Havana BID, but it has been a great experience working with Chance. She’s very professional. I thought that working with Simmons and Wheeler has been very seamless. So, you know, from my perspective, the audit went really well and really no issues to report.”

Garrett Walls thanked Amanda and shared “seeing no other further discussion, we’ll go ahead and vote all those in favor please say aye or raise your hand. All in favor. Non opposed. The BID officially approved/accepted the draft and will work to get the final statement generated and submitted.

**HBID Events:** Chance asked the attendees to review the event updates in the monthly updates. She shared that the stakeholders could click on the links in the PDF or you can actually go to our events on our website. She asked the board of directors that attended the BID Yelp CO event at Heirlooms to share their feedback and experiences. The night before the board meeting the BID hosted a Small Business Month event with Yelp Colorado featuring Heirlooms Antiques as a host and 10 other small businesses in the corridor. See the reviews here: <https://www.yelp.com/biz/elite-experience-national-mom-and-pop-month-on-havana-street-aurora?osq=elite+event>

**7c. Havana Street Global Market** – Time: 9am - 1pm, Date: Saturdays beginning on June 4th and running through September 24th. Location: Havana Exchange Shopping Center - 2802 S. Havana St. Aurora, Colorado 80014 Event Description: The Havana Street Global Market is the most unique outdoor market to debut in 2022. This event will highlight and celebrate cultural diversity through business. You will find a mix of vendors from around the world with a variety of products ranging from food, crafts, art, jewelry and more! We are creating this market along Havana Street in Aurora, which has long been a well-known hub for international business. Count on this being a unique, inclusive, and family friendly destination for all of your shopping needs.

**Use of “Havana Street” name in the Bonfire Events Co. “Havana Street Global Market” Event:** A board email discussion circulated about an upcoming event this summer and via email the board supported that Bonfire Events Co., the host of the Havana Street Global Market, could use “Havana Street” in their event name. There was a request from the City of Aurora to not use “Aurora Global Market” because it was too similar to “Aurora Global Fest.” As a community partner in support of Western Centers and the future event the board hosted a discussion on supporting the name change and use of the “Havana Street” name even though the event was not hosted by the BID.

Garrett motioned to support the Havana Street Global Market name change, the use of the “Havana Street” in their marketing and host a discussion. Kerstin Hitchcock seconded the motion.

**24:16 - 24:21 Discussion on the name change:** Garrett walls shared “My only discussion is just for the minutes and public record to understand that this is not an event put on by On Havana Street or the BID directly. It looks like we will in the next agenda item be co-sponsoring the event. But this is just a very large public announcement for the minutes that this is not an event of On Havana Street. So, our BID insurance does not particularly apply on the certificates that will be issued in the actual vendor that's putting the event on, which is Bonfire Events. So that's a very careful provision where Bonfire Events Co. can use “Havana” or “Havana Street” is just the use of the street name. It's not the use of our trademark entity or our intellectual property.” He shared that the BID did not technically need a vote on this, but just voting to approve that there's not going to be any conflict that there won't be, any litigation coming back to Bonfire Events Co. from On Havana Street for the use of the name. It's been moved and seconded, all those in favor, please say aye. All in favor. Non opposed. Motion stands approved.

**7d Use existing marketing and advertising contracts to promote the Havana Street Global Market at Western Center's Havana Exchange Shopping Center.** Chance shared that the BID board had an email discussion that we could use existing marketing dollars to promote an event at Havana Exchange Shopping Center. Due to the range in support or costs of the promotions/marketing some board members shared that they wanted to open the idea for discussion at the board meeting. Majority of the board members shared that they are in support using existing marketing dollars, being that we're not hosting the rose garden concerts, or the car show and things like that this summer. Chance shared that the marketing support can be anywhere from a \$30,000 commercial with 9News or \$100 social media boost in our marketing budget. Garrett asked if any board members had a discussion and questions. He also shared that "this isn't a new appropriation of any budgetary line items, so it doesn't require a board vote. Just making sure that all the directors are comfortable with Chance taking the direction of any preexisting marketing contracts and applying them to this event. The BID can use existing 2022 marketing budgets to support the promotion of the event since the event would support a stakeholder Western Centers and existing tenants in the corridor. Many BID stakeholders will be the vendors at the event this summer. The BID approved the use the BID's marketing to promote the Havana Street Global Market events to be hosted at the Havana Exchange shopping center. No more discussion.

**7e Allocate a new appropriation of funds at \$3000 to support Western Centers – Havana Exchange Shopping Center with an art mural/other marketing to promote the Havana Street Global Market.** This ask and additional allocation of \$3000 would be from the BID's savings. Chance shared that the "\$3000 would allow the BID to do banners or signage on the property, which is not currently allocated in our budget." Garrett explained that "this is a new appropriation of funds to our marketing budget, from our reserve or savings account." Discussion: Patrick asked if \$3000 was enough to cover the costs of the banner due to the expense of the sizing of banners needed on the property. Chance explained that "Western centers still didn't get back with us regarding the specific dimensions of the proposed banner or signage needed." We had discussions with code enforcement and Western Centers, but due to the existing banners on the property to promote the leasing of the property the new code enforcement officers shared that we would need to navigate the sign code to host additional banners to follow sign code. Western Centers asked if we could do either a wall mural or assist with some sort of printing and other type of marketing materials to help the tenants of the center, promote the event and bring awareness to the vendor opportunities for tenants in the corridor.

The sign code discussion has been complicated. Garrett Walls asked about the challenges with code enforcement and shared how the code rules should be different from promotions vs leasing promotions of the property/leases. Chance shared that the code enforcement officer shared an email about the proposed banners on the property and that the banners would not be in code if placed on the property the entire summer from June to September. The officer also called to explain the size limitations too. She shared that the existing banners on the property for leasing are not within code and that additional banners would not be recommended. See her email below:

"Hi Chance,

Since you will need to turn in a TUP for the farmers market- the easiest way to get approval for the banners is to include them on the permit application. You will need to include the time frame you want the banners to be placed (be sure to indicate that the banners will be going out a month or two prior to the market beginning and that they will be out consecutively until the end of the market season) and the size and location of the banners you are asking to be permitted in the TUP. This is for both wall banner and the ground banners.

I would recommend submitting the application now so that you can get an approval in a timely manner.

[Temporary Use Permits - City of Aurora \(auroragov.org\)](https://www.aurora.gov/permits)

**If the banners are denied in the permit:** For the wall banner- it would be limited to 15 calendar days maximum 6 times a year. However, they can use the 6 times consecutively so it could be out for 90 days total. But the business would have to realize that they would not be allowed to have any other banners on the building for a year. The size of the wall banner is 200 sf maximum combined with the ground banners. For the ground banners- they could have 3 banners with \*100 sf maximum per banner\* 10 ft maximum in height.

\*(If there is a combination of wall and ground banners then the square footage of banners is combined, and the maximum would be 200sf.)

-(If there is no wall banner then they would be allowed to have 300sf max for ground.)

The ground banners are only allowed to be up for 15 calendar days maximum up to 4 times a year. If the banners were left out consecutively, they would be allowed to be out for at total of 60 days. If they are needed to be out longer then they would have to

be placed out each Friday and removed each Sunday, which would be only 3 calendar days and this could be done for 20 weeks in a row by placing the banners out starting April 1<sup>st</sup> and having the last day be Sunday, August 14<sup>th</sup>. (ONLY if they were placed out on a Friday and removed that following Sunday each week)

Hopefully this makes sense.

Kristin.”

Chance and Garrett had a discussion on how the banners could be placed on the property on Fridays then have them removed on Sundays. Garrett noted that the BID did allocate funds in our contracting to help with situations like this and that the BID could contract the sign/print companies to put up and remove the banners for the Saturday markets all summer. Due to the uncertainty of the banner situation and Western Centers ask for support, Garrett asked to table this ask and proposal since we are not ready to move forward and move this agenda item to April. No objections to moving the support of Western Centers to April’s board meeting.

**7f Motion to allocate \$6000 to promotional items:** Chance shared how the board asked about repurposing the Havana Motor Mile billboard into re-useable tote bags vs paying for the removal and disposal of the billboard at the end of the contract dates. The BID has a contract with Lamar to do 3 billboards in 2022, which would allow for a non-profit like Mile High Workshop to create 144 large tote bags as promotional items with the 3 vinyl billboards.

After board discussions the board members wanted to allocate \$3000 to create tote bags with the vinyl billboards and \$3000 to promotional items to be purchased from local BID print shops and local food items from international markets.

Garrett asked, “Any questions for Chance about this, Agenda item 7f for promotional items?” None.

**Garrett entertained a motion for Agenda item seven for the BID to allocate \$6000 from savings to purchasing the promotional items.** Yuly Williams motioned to allocate the \$6000 from savings to purchase promotional items for the BID. Patrick Aramatas seconded the motion. The motion was moved and seconded that the BID allocate \$6,000 from our savings into the budgetary line item for marketing to purchase on Havana Street Promotional items. Is there any discussion? Yuly Williams asked that we did not need to vote on the specific promotional items in the \$3000? Garrett Walls explained that the vote was to allocate the funds to budgetary line for marketing and promotions. Any other discussion? None. Garrett Walls asked if the board had any objections to approving the motion. None. The motion was approved without objection.

**District Identity:** Chance asked to refer to the board updates. She shared that the art mural with OHS branding for Lightshade was delayed to the snowstorm. The artist shared that she may have to wait until our weather is warmer to begin the project.

**Board Discussion on the BID concerts and BAB Awards with the City of Aurora:** Garrett gave an overview of the Business Advisory Board Awards and their annual Business Recognition Awards for the City of Aurora. He shared how the format for this year’s awards will be different from 2021. The business recognition awards were held virtually and pre-recorded with Aurora 8 in 2021. This year the BAB had an idea to potentially co-sponsor or do an event with one of the On Havana Street summer concerts.

He explained that the co-sponsored concert is still a current discussion right now with the BAB, City of Aurora, and the Havana BID. He wanted host a board discussion and see what the BID and board thought about combining the Aurora Business Awards with one of our end of summer concerts or September concert. The BID and BAB could do the Dotsero concert at The Stampede with the BAB awards mixed in. Garrett also shared that in the past the several winners of the Small Business and Business Recognition awards were from the District. 37:19 - 37:28 Garrett Walls asked the board how they felt about “potentially hosting the business awards with On Havana Street in conjunction with one of our concerts.” The goal behind this proposal was to create a business recognition awards for the City of Aurora that appeals to more than just a small list of invited guests, but to create further engagement between the business community, the general population community, and our policy makers. He wanted to make the awards more of a community event.

Yuly Williams asked if the concert would be combined in September and if the concert would take place at The Stampede. Garrett explained that the concert could take place at The Stampede or another community space in Aurora like the Aurora Municipal Center or the Town Center of Aurora. The location of the community concert is still to be decided at the next BAB March meeting with the City Manager.

Garrett shared that “we are certainly advocating for the Stampede because the Stampede already has staff, a liquor license ... and the means to be able to deal with serving alcohol at a cash bar, whereas temporary liquor licensing permits, fencing, and all that would be concerns, having that on the lawn at the municipal center.” He also shared that this collaborative event would a great idea

to have the BID participate in the small business recognition awards, and that the BAB does have a limited budget that normally contributes to catering and not a concert. He shared that would potentially switch up the traditional awards event and lighten the catering a bit to more like sub sandwiches instead of a banquet style catering for attendees. The set up would be more causal and community focused like a "Grab and Go thing, Come with your kids." "Alcohol could be purchased at a cash bar."

Yuly Williams expressed her concerns of supporting the concert with our costs if the event was not On Havana Street. Garrett shared that "it would be nice to have the "On Havana Street branding and community engagement at sort of a citywide event."

Chance asked if other board members supported hosting the concert at The Stampede or supported hosting with BAB somewhere else in Aurora. 42:09 - 42:15 Patrick Armatas shared that he thinks the concerts are a great draw for Havana and supports Yuly's concern for the BID's support of a community concert that is not hosted On Havana Street. More of a discussion continued about the logistics of co-hosting the BAB Awards and concerts. Yuly shared wanting more discussion when a location was confirmed and noted that she supports co-hosting as long as the concert is hosted at a location in the District.

Chance shared that we could update the board with more details after the BAB board meeting in late March. She expressed that the District wants to support the BAB Awards in some capacity and would love the board members to share more feedback or recommendations regarding the type of BID support. Garrett also noted that we have supported other events in Aurora that were not in the District like the marketing with the hotel key cards near the airport.

There was a discussion on the timeline and level of support. Garrett explained the BAB award recognition process and the need to decide on the level of support and location as soon as possible. Patrick asked a clarifying question on when a decision of support was needed. There was a short discussion on the costs of hosting a concert at a venue and the benefits of hosting in a dance club/event venue vs parking lot or park.

**Board Feedback on Co-sponsoring BAB Awards and Summer Concert:** Patrick shared that he moves to support the concert at The Stampede and the co-hosting of the concert with the BAB at another location too. Kerstin also shared to support the co-hosting of the concert. Garrett also shared that he could bring this back to a board meeting for an official vote to allocate funds to the concerts. Jennifer shared she would support the co-hosting of the concert and would like more information on the costs and details. Yuly shared she does not support unless the concert is on Havana. Donovan shared that it would be a "no brainer if we co-host at the Stampede." Matt Rauzi shared in the chat that "our fiduciary responsibility to the corridor." 50:28 - 50:39 Garrett Walls noted that "I do not think that this violates our fiduciary obligation ... our obligation is to promote the corridor whether that's on the corridor or anywhere else in the city." He also noted that we do advertise what the Glendale Cherry Creek Chronicle and 9NEWS and all other outside of the corridor. It is our fiduciary responsibility is to our stakeholders and taxpayers to market their businesses and to promote the district. And a part of that promotion happens outside of that district or responsively. I don't think we have any, any conflict there." He thanked everyone for the feedback and welcomed all to attend the upcoming public meetings. No more discussions on the co-hosting of the concerts with the BAB and BID.

**Yelp Colorado Elite Community Event at Heirlooms Antique Mall Feedback:** The night before the board meeting the BID hosted an event with Yelp Colorado and influencers at Heirlooms Antique Mall and 10 other small businesses in celebration of Small Business Month On Havana Street. The BID provided small bites from 10 restaurants and international markets, attendees were able to network and mingle with small business owners and small businesses were able to promote their businesses to Yelp CO Elites and influencers. Chane shared that this was a unique event and asked if the board members to share their experiences last night as a vendor, a board member, and/or a participant.

51:53 - 52:01 Patrick Armatas shared that he "was in a unique position as one of the restaurants that was a vendor and participated also as a Board member at the event." He thought it was very unique and successful, met a lot of people who were not familiar with Sam's No 3. He shared that he "actually met people who hadn't heard of me or have driven by but hadn't tried out Sam's No 3, as well as people who are regular customers." He felt that it was "a successful event as a vendor when I get a reach out to people that have never been to his restaurant" and he also "made a business connection with one of the other vendors, where they are discussing buying some of his product to sell in his restaurant." He felt "it was a really unique way to get people excited about things that are happening in businesses ... and the space was super cool, too."

53:11 - 53:12 Jennifer Dunn shared that "It was a fantastic event. Everybody was excited to be there. The mood was really nice. Everybody was chatting ... and the products were out there on display ... I think people were learning just a ton about the foods in the District, the small business vendors/restaurants ... it was a really fun event and the Yelp reviewers were excited and I really enjoyed it."

53:40 - 53:50 Alex Lee shared that the “event was unique, and people have never gone to a networking event in an antique shop.” He shared that he and others volunteer to support the event and small businesses. He liked that the small businesses and attendees had a great opportunity to get to know people and networking. He shared it was great hosting the restaurants that have never participated in an event like this before or in events ever. He also shared that it was great meeting people in-person again. Many of the businesses expressed that they loved “giving out samples and having those one-on-one personal experiences with the restaurant owners.” He felt that attendees talking to the small business owners was beneficial and very important. He also shared that “a lot of time you don't get an opportunity to try Ethiopian food or Korean fried chicken and get a chance to know who made it. It was unique situation where you know that's what Havana Street was about.” It really showed how “we have diversified market and that many were able to experience all of Havana in one location.” The event showed attendees “how and what Havana Street is all about.” He thought the biggest thing was that all the Yelp Elites shared “positive experiences.” Alex shared the event “was very good experience for me because I was able to talk to those the Yelpers and also with the other restaurant owners.” Alex shared how he helped Patrick's vendor table with the green chili and was promoting Sam's No 3 for the first cohort of Yelp Elites, helping Angry Chicken, picking up trash, setting up, and making sure everyone enjoyed themselves. He shared “It was a really fun event that everybody enjoyed.” He thanked the BID for hosting the event.

**Chance shared she will include the reviews by the Yelp Elites in the minutes.**

**Yelp Elite Event Page:** <https://www.yelp.com/biz/elite-experience-national-mom-and-pop-month-on-havana-street-aurora?osq=elite+event>

**Instagram Stories shared by Yelp Elites:** <https://www.instagram.com/stories/highlights/17931060167113698/>

She shared that reading the reviews were incredible and that lots of other connections were made in the 4-hour event with two sessions. Businesses shared such positive feedback already and lots of the collaborations were phenomenal. She shared that some have shared already booking some of the vendors for an upcoming event and catering. She also shared that Sara's Middle Eastern Bakery is going to work with the Solomon's international market to sell their products. Many of the stakeholders met for the first time even though they both were in the same shopping center or across the street from each other for decades. Some shared that they want to work together to negotiate for fees and things for ordering items overseas. She shared that “there was a lot of synergy and a lot of collaboration, which we've never seen before.” She thanked everyone that participated and attended. She expressed that “the event was definitely by far, one of our most outstanding events.” Some have already requested to entertain the idea of hosting this event again or something similar. Other businesses asked if the board would want to allocate funds to be able to do a thing like this or during Eat On Havana Street Week in May. Chance shared a thank you to the stakeholders and the Board members for their time and participation. Patrick Armatas said, “Thank you for all the work you did on that Chance. It was an incredible event.” Patrick also shared a “thank you to Alex for helping my booth out when I arrived late.”

Garrett encouraged all to read the 29 five star [reviews](#). “They're incredible and incredibly detailed. I was impressed with how much people liked the event, the amount that they wrote about it in their reviews, and Chance, I would like those included in the minutes to make public.” Garrett also shared a thank you to Scott at Heirlooms Antique Mall for hosting the event at his business location. He asked Scott for feedback, but Scott had technical difficulties so Chance will share his email feedback in the minutes.

“On Mar 17, 2022, at 1:12 PM, davenport scott <sedsad2000@yahoo.com> wrote:

Chance, thank you so much for having the event at Heirlooms. It was a wonderful time. The attendees were very respectful of the store. Cleanup was a breeze, they did not leave trash all over. The food places on Havana Street cleaned up after themselves. It could not have been better. Whenever you host another event like this if the host are hesitant, I will be happy to discuss my experience with them. The Yelp elites seemed very happy when I spoke with them throughout the event. I believe that it will bring in a lot of business going forward for all of the businesses involved. I am sorry I could not figure out how to unmute when I was asked to speak, I had logged in on the computer but don't have speakers or camera on the computer so I dialed in with my phone but it said I did not put the audio pin in but I had 1 for the phone call and the computer so I don't know which I used. Anyway, I am so blessed to on Havana Street. I cannot tell you how thankful I am to the board for all of the support you give us. My wish is that other businesses have the support that we do. God bless all of you and thanks so much for how you all help us. Chance you are a special person, and you work hard so Kudu's to you.

Scott”

Announcements: Garrett asked Chance to give an overview of the Boba and Business Event. Chance gave the details about the registration and attendees planning to attend the Boba & Business Networking Event at Sharetea. Alex Lee shared that bb.q Chicken will be hosting their soft opening at the end of the month. Chance also shared bb.q wanted to invite city council and the board in

April when bb.q corporate picks a date. Yuly Williams shared an upcoming Aurora Sister Cities International event on April 28, 2022, at the Aurora History Museum and asked if the BID could support the event via a sponsorship and donate a silent auction item on behalf of the District. Garrett shared that we could calendar the ask for an April board meeting agenda item.

Garrett asked, "Do we have any comments or announcements from stakeholders or members of the public?" No other BID business was conducted at this meeting.

**Garrett motioned to adjourn the meeting. Seconded by Patrick. Meeting adjourned at 11:02am. Next BID Board meeting will be Thursday, May 19, 2022, at 10 a.m. via HAVANA BID BOARD GoToMeeting**

Adjournment: There being no further business to come before the Board the meeting was adjourned at approximately adjourned 11:02am. 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.

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Chairperson of the Board