

**DOWNTOWN DENVER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
Meeting Minutes – November 5, 2020
(Virtual Meeting)**

Board Members Present: Bahman Shafa, Sandy Robinson, Austin Kane, Jennifer Halliman DeLeon, David Kaufman, Jodi Janda, Jon Buerge

Legal Advisor: Ron Fano

Staff: Beth Moyski, Tami Door, Vince Martinez, Steve Shireman, Sharon Alton, Pamela Sellden

I. Welcome

- A. Bahman Shafa called the meeting to order, welcoming everyone attending the virtual meeting. Shafa asked for approval of the Minutes from the BID Board Meeting on October 1, 2020. Sandy Robinson made a motion to approve the Minutes and Jodi Janda seconded. The Minutes were passed by unanimous vote (taken via poll)

II. Safety and Security

- A. Police and Outreach reports (written)
Sgt. Jesse Campion reviewed the protest activity from the previous night, noting that more protests are planned. He explained that DPD often gets short notice of the protests. Sgt. David Albi added that they had arrested some protesters at the most recent protest. Sgt. Albi further reported that Walk the Beat has been back up and running for 5 weeks now. Contacts and calls have continued to increase with 162 reported (DPD) self-initiated service. They have been concentrating on checking-in with businesses. Sgt. Albi reported that they continue to work closely with private security and that relationship is good. A question was asked regarding the possibility of more street closures downtown and whether DPD would prevent protester access to Downtown. Sgt. Albi stated he would check into it, explaining that at times DPD closes streets to protect businesses, but also to protect protesters from traffic. The DPD motorcycle team which normally ride in pairs, is currently traveling in one group of 6 for protection. Sandy Robinson pointed out that the Greyhound terminal downtown has now closed and could attract more homeless activity. The Ritz Carlton on 19th has reached out to her requesting more vigilance and assistance to prevent the homeless populations from moving in. Sgt. Albi reiterated that the Board should feel free to call at any time regarding their observations. Members of the Board thank the officers, stating that their increased presence was welcome and appreciated Downtown, creating a sense of security.
- B. BID Private Security Metrics
Steve Shireman reviewed the BID Private Security metrics and gave a quick update regarding security activity, particularly in the Upper Downtown area where security recently increased to a 24/7 presence. They have also added lighting and many properties have installed speakers and are broadcasting music. These efforts have resulted in a tremendous improvement in and around Tremont, with retailers reporting feeling safer. As of today, there are 31 subscribers to the security radio network which enables real time updates.
- C. Update re: Security Action Plan
Beth Moyski reviewed the Security Action Plan and the current status of the taskforce. Thanking David Kaufman for his contribution, Moyski reviewed the 4.5 years of successes. Stating that progress on the Action Plan had leveled off, Moyski reported that KPMG had been hired to work on the next phase and its 3 tiers – review, analyze and develop. They are compiling data and feedback, and then will analyze the collected ideas. The consultant sent out a survey and is organizing focus groups that will participate in walkthroughs with security, as well as ride-alongs with DPD. The focus will be on 5 areas: 1) strategy and management; 2) information and coordination; 3) infrastructure & environment; 4) communication & education and responsibility; and 5) regulation & enhancement. They are comparing strategies with peer cities. Moyski will provide another update in January.

III. **Public Space Activation**

A. **16th Street Mall Playbook**

Jason Whitlock from the City and County of Denver's Urban Design Team presented an update on the 16th Street Mall on behalf of Adam Perkins. Whitlock reviewed the draft of the beginnings of the 16th Street Mall Playbook, which will cover the physical aspects of the street. The book sets the table including the roles and layouts of different zones, and how they are defined by the furnishings and experiences presented. The Mall will be broken down into sections: amenity zones for activation; everyday spaces; areas for programming and special projects. The goal is to know how the Mall can continue to evolve and not become static. It will include tools and worksheets as well as policies. The playbook is a collaborative document created by the City and the Partnership but will ultimately belong to the Partnership as the steward of the Mall. Development of the playbook is separate from the process of remodeling the Mall.

B. **Art on the Mall**

Sharon Alton presented an update on the latest efforts to bring art to the Mall. She reviewed how the budgeted fund had been used first for Meet in the Street and then towards alley art. This year's funds were used to obtain 5 new sculptures on the Mall.

C. **Winter in the City**

Sharon Alton then reviewed this year's Winter in the City program, stating that an art walk/scavenger hunt would be included. Alton discussed how COVID-19 had required that Parade of Lights be re-configured this year. Typically, they would expect around 200,000 people over the 2-night run of the parade. Alton briefly reviewed the 46-year history of the parade, which had begun as the "Santa Parade" and how it has never been canceled, even in bad weather. This year the parade has been re-imagined as a stationary parade, beginning on November 27, 2020, and running for 5 weeks. The floats will be parked in different plazas, allowing people to see them without the need to gather at one time or in one place. The floats will become large art pieces, lighted every day, all day. Promotions will center on encouraging people to come downtown and will support restaurants and retail shops. The hope is that Winter in the City will be an economic driver for the 5 weeks of the program or as long as the City allows levels of activity.

Due to the situation with COVID-19, City and park rules, the size limitations cannot justify the cost of operations and the skating rink in Skyline Park will not be open this year. Likewise, New Year's Eve fireworks will not be able to occur in the usual manner. As long as a time and place are announced, the City sees it as an invitation to gather. They are still working on alternative versions for NYE.

Alton also reminded the Board that Christkindl Market is in Civic Center Park this year, which allows 1-2 floats and the opportunity for cultural performances in Skyline 1. Alton stated that in order to prevent to opportunity for homeless interference, the float locations will have a security presence 24/7 and will be well lit. They will also be pre-producing a television show to be presented by and aired on 9News.

D. **Update Regarding Mall Vending Program**

Pamela Sellden updated the Board on the Mall Vending Program. The BID Board previously agreed to waive the mall vending fees with the exception of the licensing fee (paid to the City as part of the cluster permit) through October 31, 2020. The continuing situation with COVID-19 continues to challenge to viability of the vending program and Sellden discussed some options to help the vendors survive the situation, including extending the fee waivers through April 30, 2021. Sellden recommended a better presence on the website and social media, advertising the vendors, including their locations and hours of operations. In addition to requiring more accountability of the vendors, Sellden felt flexibility in the requirements during this period will help with the future success of the vendor program. Bahman Shafa moved to continue the waiver of all vending fees except for the licensing fees and a temporary revision of vending rules through April 30, 2021 with the goal of continued success in the vending program and Austin Kane seconded. The motion was passed by unanimous (polled) vote.

IV. **Administration**

A. **20-06 Resolution Setting Date Time Location of Assessment Public Hearing**

Beth Moyski presented Resolution 20-06, Setting the Date, Time, Location of a Public Hearing regarding the 2021 Assessment as dictated by statute. The chart on the resolution will be completed with the help of Charlene Laus and will need to be published prior to the Public Hearing. Sandy Robinson made a motion to pass Resolution 20-06 Setting Date Time Location of Assessment Public Hearing and Jennifer Halliman

DeLeon seconded. The resolution was passed by a unanimous (polled) vote.

B. **Reminder re: December Meeting and 2021 Calendar**
Beth Moyski reviewed the 2021 meeting calendar, stating that meeting invites would be sent out to the Board. The establish meeting calendar is a requirement of the assessment notice and would be part of the information submitted to city council.

C. **Reminder re: BID Assessment Letter in the Mail and December Assessment Deadlines**
Beth Moyski reviewed the schedule for sending out the BID Assessment letters as well as the deadlines for the assessment deadlines.

V. **Other Business**

A. **Maintenance and Operations (Written Report)**

B. **Monthly Update and Core Priorities (Written Report)**

VI. **Public Comment and Announcements**

David Kaufman brought up the number of second terms that would be ending in 2021. Beth Moyski asked that any interested replacements be referred to her, reminding the Board that the Board positions are appointed by the Mayor. There are 3 board members whose second term would be ending on December 31, 2021.

David Kaufman pointed out that the Courtyard Marriot had covered the windows of the recently closed Rialto restaurant with a vinyl covering produced by Integrated Marketing Optimization (Danielle Dufrene – imo1.com, 832-472-5455). Noting that companies would pay to “wrap” windows, Kaufman felt that it could be an opportunity for buildings to generate some revenue and noted that it would likely require a 4-8 week commitment.

Jodi Janda asked for confirmation whether the flowers had been removed for the summer and would not be replaced with pansies this year, which Beth Moyski confirmed was due to budget revisions in response to COVID-19.

A member of the public again recommended that the members of the Board watch the documentary “Denver in Decay”. The same member of the public suggested decorating store windows as part of Winter in the City, as was done in years past. They also encouraged the use of digital media as an opportunity to engage with the public.

VII. **Adjourn**

With no further business, Bahman Shafa adjourned the meeting.

Approved this 3rd day of December, 2020.

DocuSigned by:

Bahman Shafa

Chair of the Board

Attest:

DocuSigned by:

Jennifer Hallinan DeLeon

Secretary