

**DOWNTOWN DENVER BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS  
Meeting Minutes – March 5, 2020**

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

**Legal Advisor:** Ron Fano

**Staff:** Beth Moyski, Charlene Laus, Randy Thelen, Vince Martinez, Steve Shireman, Andrew Iltis, Pamela Sellden

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**I. Welcome / Approve Minutes Dated February 6, 2020**

Bahman Shafa called the meeting to order, asking for a motion for approval of the Minutes from the February 6, 2020 meeting. Sandy Robinson made a motion to approve the Minutes as written and Jennifer Halliman DeLeon seconded. The Minutes were approved by unanimous vote.

**II. Safety and Security**

**A. Police and Outreach reports (written)**

Lt. Chavez, DPD stated that there was nothing major to announce. He announced that with the cleanup completed, Veterans Park was scheduled to re-open this week. DPD have continued their outreach efforts in the Ballpark area (21<sup>st</sup> to 22<sup>nd</sup> and Curtis). The Rockies season opener is scheduled for April 3<sup>rd</sup> and they have focused their homeless outreach efforts to the area around Coors field. Chavez stated that there had been no other major issues. There was a slight spike in assaults, but overall crime has been down in the past 28 days and was flat for year. DPD has been notified that in approximately one week they should anticipate a visit from the President and his son. There were no details, but he would keep the Board informed as information is released. Chavez pointed out that it is typical during an election year to see an impact on local police as the Secret Service relies on local law enforcement support and often candidate and presidential visits can occur with short notice. Chavez report that they are tracking the Coronavirus, and that the safety of first responders is a priority concern. Chavez stated that the State is ready and prepared to respond as needed. Currently, there are no reported cases in Colorado, however it is inevitable that there will be incidents. He reassured that they were prepared and did not feel that there was any reason for panic. Chavez stated that any new developments will be passed on. Chavez ended his report by sharing that he would be out of the office until July as he would be attending a ten-week FBI course.

**B. Update on SAP and Downtown Security - Steve Shireman**

Steve Shireman reported the 16 days of snow and relatively chilly weather in February had contributed to an increase in contacts by the Security team. This February, the Security team reported 2,125 ambassador contacts compared to 1,198 last year as well as 498 business contacts compared to 189 in 2019. Additionally, there were 838 outreach contacts (compared to 257 in February 2019) and 6 individual accepted services, including 4 transports to shelter. 2 of these transports occurred after Shelter hours. There has also been an increase in reported campers and trespassers, with trespasser complaints reported at 277, up from 151 last year, and camper reports at 139 compared to 74 last year. Breathe Easy contacts were also up 764 compared to 357 in February 2019, with many of these local individuals. Steve reported that the Security team is working on more visibility with the decrease in officers in the BID area and using the opportunity proactively to get more acquainted with the business in their zones. Steve did not have current bike theft information available, as they were still working on those statistics. He did send out the link for bike registration via EverBridge.

### III. Administrative

#### A. Presentation of 2019 Audit (Board Action)

Charlene Laus reported that the BID audit had been completed. She introduced the auditors, Emma Bodine and Steve Corder, who presented the final version of the Audit (attached) and reported that it was unmodified and what is referred to as a clean opinion. Emma explained that the audit was a statement of net position. She explained that a tax return was not necessary for the BID and the final version of the audit can be filed with the City. The auditors agreed that they felt the audit had gone well. Jon Buerge moved to accept the 2019 Audit and Sandy Robinson seconded. The audit was accepted by the Board by unanimous vote. Beth Moyski reported that the City would receive copies of the audit twice.

### IV. Public Space Activation

#### A. Winter in the City 2019-2020 Review

Sharon Alton gave a brief summary of the 2019-2020 Winter in the City, starting with Parade of Lights, which showcases the City and its buildings, streets, and restaurants. The combined attendance for the 2-day parade was in excess of 500,000 people. Sharon reported that in 2020 sponsorships will be brought in-house which will allow for operational savings of as much as \$95K. The success of this decision would be furthered by the fact that sponsorship renewals are easier to obtain.

Sharon also reported that the New Year's Eve fireworks shows resulted in packed streets, stating that they were the most crowded she had ever seen.

Despite having no budget for marketing, the Skyline Rink recorded approximately 40K skaters this season. This relates to the fact that attendance had drop to a low of 30K about 3 years ago. As a point of perspective, Sharon reported that the Southwest sponsorship had been \$400K and the attendance (with the availability of a larger marketing budget) ranged 40-50K per season. This year, the main sponsor for the Rink was the Avalanche (who have committed to expanding their sponsorship next year). The Avalanche sponsorship was \$20K. Since losing the Southwest sponsorship, the Rink was still able to offer free skating, but had to increase skate rental fees from \$2 to \$9. The Avalanche has indicated that they would like to add "try hockey" sessions as free events next season. This is a program that has received a positive response in the suburbs, often selling out the limited sessions (30 per session). The Avalanche has also indicated that they will reach out to their sponsors, asking them to get involved. Sharon stated that they will be bringing this sponsorship program in-house as well and will be developing kits for pitching all events as a whole. As for this year's budget, they are still waiting for the final numbers, but Sharon feels they are closed to breaking even. Sharon reminded the Board that the Rink is a DDP budget item.

Sharon Alton then reported on the upcoming season for the Skyline Park Beer Garden. Last year, the BID funded a new entrance, which helped to bring more attention to the Beer Garden last year. The Opening in June will be a DDP event and the Beer Garden will be open through October. They will be hosting corporate events again this summer, including DDP Council meetings. The Beer Garden is a permitted public place, a City park. Again, this year, they will be hosting Skyline games in the back part of the park, at 17<sup>th</sup> and Arapahoe, adding another aspect to the park.

#### B. 16<sup>th</sup> Street Mall Reconstruction Update

Randy Thelen reported on the RFQ, describing it as a complex process. Three contractors have been selected to submit RFP's: Ames, Kiewit and PCL. The RFP is nearing a final draft, hoping to be ready in early April. Submittals will be due in September. Currently, they are working on public life aspects such as furnishings and framework that will be included in the RFP. Details of these items will be added later. Opportunities to add to the RFP will decrease to almost zero by June.

One important item being discussed is the future public restrooms and the issues involved. Current accessibility is not adequate. Current usage is attributed as about 50% downtown employees. Randy pointed out there needs to be recommendations for locations, a plan for maintenance and a discussion about who pays for the restrooms and maintenance. Currently, they are researching other markets, looking at hours and availability. They are considering how the current public restroom programs in other markets are functioning and what issues they are having.

#### C. Commuter Survey (Results attached)

Andrew Iltis presented the results of the DDP Commuter Survey and the range of the survey. The DDP

survey is collected city-wide and regionally. Not many surveys collect data to this scale. This year's survey received 4,170 responses. They would have preferred to have received 8K and wanted 10K responses. Andrew pointed out that this not a statistical survey. Results show that 2/3 of the commuters are not driving alone. RTD ridership is declining overall, but ridership to downtown increasing. Andrew noted the good habits of younger commuters and expressed the hope that young habits will carry over to future years. Distance of commute also seems to affect mode choice. Andrew noted that mode, transit, biking, company specific reports are available. The possibility of a building specific report would also be useful. The Kingley Survey (another survey) goes out in September and the response could be affected by the repetitive survey. The City issued commuter survey also came out the same time.

Andrew Iltis then presented a transit update, reporting on the proposed RTD service cuts. RTD is proposing reducing the Mall transit from a frequency of 90 seconds down to 3 minutes, noting that this route has RTD's highest ridership. DDP attended the information meetings and issued letters and communications. Currently, there are 43K commuters using Eco passes in downtown Denver. Andrew noted that the period for public input continues through today.

Andrew also reported that SB151 passed on Tuesday. This bill could allow for commercial retail on station property. This is an item that they will be watching before taking a position.

**V. Other Business**

- A. Maintenance and Operations (Written Report)
- B. Monthly Update and Core Priorities (Written Report)

**VI. Public Comment and Announcements**

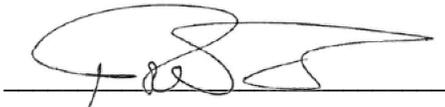
Transvac – a trash removal system that uses tubes that collect trash was briefly discussed. Once deposited into the vacuum tubes, the trash is sent to a central area, where it is compacted and sent out. The system is centralized and could allow for the removal of dumpsters in alleys. This system could be a positive development in the Downtown area. More research is warranted.

A member of the public commented on how sponsorships for Winter In the City may be hindered by the lack of perceived benefit. They further commented on the issue of public restrooms and the beneficial relationship with transit stops and the positive benefit if they were also attractive.

**VII. Adjourn**

With no further business, Bahman Shafa adjourned the meeting.

Approved this 10 day of June, 2020.



Chair of the Board

Attest:



Secretary