

**West Colfax BID Board Meeting & Retreat  
Gonzales Library Conference Room  
1498 Irving St  
Denver, CO 80204**

**August 30, 2016**

**Members Present: Cameron Bertron, Dennis Gonzalez, Rene Doubleday, and Win King were in attendance. Cameron called meeting to order at 4:15 pm.**

Personal Sharing

Board members shared a bit of what is going on in their personal lives as a way to get to know each other better.

**Presentation/Discussion of draft of 3 year plan**

**Cameron believes the value of the Board retreat is to set priorities and objectives within a clearly defined framework.**

Dan presented a draft of a plan which included goals along with a timeline for accomplishing them.

First Goal: (1a) enhancements to make Colfax a safer place though pedestrian crossings, bicycle amenities, B-cycle stations, plantings etc.

Discussion of B-cycle stations—appropriate locations and possible funding sources.

(1b) Procuring funding through mill levy and 25% match of city bond in collaboration with East Colfax bids (CBID, Bluebird and Mayfair) to enhance and improve the corridor with new sidewalks, curbs, gutters and landscaping. There was a discussion about possible funding sources and how the BID can go about getting the city’s attention in order to win bond monies.

Cameron would like to see the BID’s role in this effort as an organizing and dispensing entity. He thinks (1a) is very “actionable” short term.

In terms of (1b) related to improvements to sidestreets and additional levy discussion about whether to prioritize a goal that is more long term and requires a lot of buy in from the city, businesses and residents. Consensus that it’s better to move this goal down the list of priorities.

(2)-Address development/reinvestment in properties and zoning challenges on Colfax through regulatory codes/policy and possibly financing mechanisms

Discussion about improving parking and getting more buy- in from city officials.

(3) Provide support for greening corridor to business and property owners.

Dan presented samples of cool looking murals on East Colfax and believes there are plenty of opportunities on West Colfax for artists to enhance existing building facades.

Discussion about how encouraging participation from local artists might foster more community enthusiasm for improving aesthetic appearance of corridor.

**Cameron suggested that Board direct more energy and dollars towards creating murals in 2017 rather than spending money on planters and more greenery. Other members agreed.**

(4) Connect West Colfax to broader area—Questions from Board about whether there are specific strategies coming from the city and the Rose group to improve connectivity between East and West corridors. Too big a project for a BID—Dan suggests enlisting the aid of RTD, the Denver Broncos, non-profits, stake-holders etc to encourage broader community engagement. Cameron thinks it's more realistic to lobby key people to create a vision in order to procure adequate funding. Dan is applying for a substantial grant from Kaiser Permanente which would go towards funding a detailed plan and vision for short and long term infrastructure improvements to enhance connectivity to Sun Valley. Discussion of how to elicit more community support and enthusiasm. Cameron would like to see more discussion in 2017 to assess the level of commitment and the direction the city and the Rose Group are taking.

(5) Design guidelines focusing on aesthetics primarily; non-binding; visioning what could happen with car lots short of generic mixed use redevelopment; keeping it “authentic” Guidelines have been recommended by Rose Group—advantage would be a more proactive approach to development—would create a more consistent character unique to West Colfax. Cameron expressed the concern is that design guidelines can create conflicting demands on developers that means extra work with the city. He would like to see more definition and a stated purpose as well as precedents set in other neighborhoods. Discussion and consensus about creating a “pattern book” containing design suggestions along with a history of West Colfax to be made available to potential developers to give them a feel for the neighborhood. It would be fairly economical to produce and could be distributed through City Planning.

(6) Co-op grocer structured to meet food desert, affordable to low/mod families, culturally appropriate for diverse demographic. Co-op is seeking funding from Denver Foundation with the BID as a fiscal agent dispersing the funds. To provide context, Dan provided Board members with a funding application providing an overview of the need for a food co-op in this area and progress to date. Discussion about the BID's role in bringing a food co-op to the neighborhood—Cameron is unclear whether a food co-op falls within the parameters of the BID's mission. He would like to create a context in which the Board can more clearly define its role short and long term. There were concerns about the viability of a co-op in this community—Cameron doesn't think BID should use its resources during the planning stages. Board members agreed that Dan should not serve in an advisory role on behalf of the BID, and that beyond technical assistance that would be provided another potential BID member, his involvement should be on his personal time.

(7) Promote cultural diversity and counter gentrification; cultivate more diverse board.

(8) Engage businesses through social events

Discussion about how to improve communication with the BID's constituents in order to engage them and increase level of participation. Board discussed how to market the BID so that business owners are made aware of the benefits of the BID. How to better support businesses in the face of coming changes on the corridor and solicit their

feedback. One specific suggestion was to include a survey regarding the BID's projects in 2016 with the annual mailing and notice of the public hearing in September.

The board went over Lynda Seele's 2017 Assessment Summary which includes information on the growth factors and allowable assessment rates for 2017. Dan presented the summary so that the Board can determine whether or not to increase assessments within the allowable rates.

Dan explained a mixed use approach to assessment—Instead of making an assessment based on actual square footage, with mixed used developments, assessors use the ration of square footage between uses in the building and apply that to the land. Discussion weighing the benefits of increasing the assessments by 3.17% vs. the controversy it might create among the property owners; with consensus on no increase. Turning to the budget, there were questions about the projected revenue for 2016 provided in the report. Dan will get clarification from Lynda Seele—there was a discussion about the best way to carry over surplus funds from year to year in a thoughtful way—Dan suggested this be temporarily restricted for future capital improvements. Consensus on applying that approach to the budget for 2017 (including any surplus for 2016), with a more detail description of parameters for that future spending to be developed in 2107. The budget for consideration in Sept. will be as presented with that change and any increases in assessment revenue projected by Lynda to be reflected.

**Motion:** Cameron moved to pass resolution on the assessment notice for 2017 with no increase in rate. Win seconded. All in favor. Motion passed unanimously.

Cameron ended the retreat by saying he thought it was time well spent—all thanked Dan for his hard work organizing the meeting and providing food and drinks.

**Meeting adjourned at 7:45 pm**