



**COLFAX BUSINESS IMPROVEMENT DISTRICT
AND UPPER COLFAX COMMUNITY FOUNDATION**

January 14, 2016 Special Board Meeting Minutes

10:00 a.m.

UMB Bank, 1635 E. Colfax Avenue

Denver, CO 80218

	<p>Directors Present: Jimmy Balafas, Vicky Hales, Ron Vaughn, Crystal Sharp, Julia Grother and Gardiner Hammond</p>
	<p>Others Present: Denise Denslow; CliftonLarsonAllen LLP Frank Locantore; CBID Community Director Sara Randall; CBID Public Information Coordinator Jess Schmidt; Marketing Consultant for Porter Novelli</p>
	<p>Call to Order; Declaration of Quorum; Certification of Agenda Director Balafas called the meeting to order at 9:40 a.m. Ms. Randall provided the Board with an outline/presentation for the session, and stated the day is about helping to identify what we as “Colfax” branding and messaging.</p>
	<p>Goals For The Day</p> <ul style="list-style-type: none"> • Develop language and personality that can be used as part of a comprehensive communications campaign • Ensure that the communications initiative is on target, relevant and effective • Create messages that everyone throughout this organization can elaborate on and rally behind <p>Ms. Schmidt walked the Board through the presentation and provided a foundation for the day’s discussion. She asked the Board how they would describe Colfax. Director Sharp said “expect anything and everything”. She stated that the target audience is 25-50 in age, with the biggest attraction being music. Director Hales said audience is both out of towners and local tourists.</p> <p>Buckets: 25-50 age group Residents Music Marijuana</p>

	<p>Tourists (both local and out of town) Business/property</p>
	<p>The Process</p> <p>! Requirements of Success</p> <ul style="list-style-type: none"> • Concise, clear, scalable messages • Most of all, consensus for consistent use <p>! Logical path to defining the Brand</p> <ul style="list-style-type: none"> • Step one: Thought leadership in the room today • Step two: Compile and ladder up • Step three: Review, approve and act! <p>Discussion followed.</p>
	<p>Positive authentic experience Swell of word of mouth Hidden gem Raising the ordinary to extraordinary Diamond in the rough The fax Nostalgic Established Heart Pulse Soul Urban If you haven't been to Colfax, you haven't been to Denver</p> <p>It was noted that historic context is important.</p>
	<p>Elevator Speech:</p> <p>Colfax is</p>
	<p>Colfax Avenue Priorities:</p> <p><u>-Safety</u></p> <ul style="list-style-type: none"> • Pilot ambassador program (trained "good Samaritans") • Guardian Angels <p>How to respond to the concerns about safety...be prepared or the question, but not a "promotional" item. Be prepared to discuss programs and resources in place.</p> <p><u>-Opportunities</u></p> <p>Events (marathon, races, gay pride parade, MLK parade, 420, Taste of Colfax) – how to capitalize on them. What are the "events" that are unique to Colfax?</p> <ul style="list-style-type: none"> • Pete's • Squire open mike

	<ul style="list-style-type: none"> • Alpine yoga and run club • Concert venues and music • VooDoo Donuts • Pinche Tacos • Bound by Design (tattoo shops) • Argonaut • 303 Boards <p>Social Media?</p> <p><u>-Relevance</u></p> <p>What is different? Why do people care:</p> <ul style="list-style-type: none"> • Banners • Different personalities that flavor the area • Businesses – concepts fresh • Eclectic – not a monoculture • Proximity • Walkability – 1.4 mile end to end • 2 breweries • Seasonal local/independent restaurants
	<p>How to describe who we are:</p> <p>Exercise on who/what/priorities</p>
	<p>Ms. Randall closed out the session, and will bring materials to the next Board meeting for consideration. She stated that an RFP has been drafted for communication pieces outside of what current staff can provide.</p>
	<p>Other Items</p> <p>The group shared take aways from the day.</p>
	<p>Adjourn</p> <p>There being no other business before the Board, the meeting adjourned at 1:55 p.m.</p>

Respectfully Submitted,



 Secretary of the Meeting