AURORA BUSINESS ADVISORY BOARD

Minutes of the Regular Meeting
Monday, August 21, 2023

Board Members Present:
Mr. Walls, Ms. Horiuchi, Mr. Patel, Mr. Sarwal, Mr. Boyd, Ms. Fender, Ms. Woodson, Ms. Pace, Mr. Fryberger

Board Members Absent:
Ms. Reding and Mr. Liles

Council Members Present: Mayor Mike Coffman

Others Present: Kevin Hougen, Trevor Vaughn, Andrea Amonick, Laura LePhart, Elena Vasconez, Cathy DeWolf, Jeff Edwards

Guest Presenters: Jose Luis Ramos and Berenice Garcia Tellez with Monarca Group

CALL TO ORDER
Mr. Walls called the meeting to order on Monday, August 21, at 11:04 a.m.

APPROVAL OF THE MINUTES
The May 15, 2023, minutes were reviewed. Mr. Walls noted one thing to add: the absence of board member Ms. Woodson. Everything else stays the same from the review in June. Mr. Walls moved, without objection, to approve the minutes; Mr. Sarwal Seconded.

The July 17, 2023, minutes were reviewed. Mr. Walls noted that the only change is the absence of Mr. Liles. Mr. Walls moved, without objection, to approve the minutes. Mr. Sarwal Seconded.

MAYOR MIKE COFFMAN UPDATE

• Shopping Carts

Mayor Coffman mentioned he visited Colorado Springs, where he observed their homeless-related programs. In Colorado Springs, they employed an in-house crew from the city staff. This team was responsible for picking up shopping carts and addressing the situation. He noted that they were particularly assertive in dealing with individuals possessing excessive shopping carts. They would seize those they deemed excessive and centralize them in a designated location, usually the Public Works Department, which allowed retailers to reclaim the shopping carts from a central point.

• Business Town Hall
Mayor Coffman provided information about a business town hall meeting Mr. Walls and Ms. Pace from the Business Advisory Board organized the discussion focused on new businesses around Parker and 225, specifically the redeveloped Regatta Plaza. The plaza now included a retail pad featuring various establishments, such as a new IHOP, a Vietnamese restaurant, a liquor store, a dental office, a bank, and a King Soopers supermarket.

Mayor Coffman discussed the substantial impact of homeless encampments on businesses near Parker and 225. He outlined a new two-prong approach to address the homeless issue, which he worked on with Council Member Sundberg and will introduce next month. One part will be more punitive: instead of the 72-hour notice followed by relocation, they will propose that the I-225 corridor and all its rights-of-way would be off limits, and individuals would be ticketed for trespassing. Concurrently, they will have to set up a specialized court for low-level offenses for the homeless. This court would prioritize intervention to guide individuals into treatment and off the streets. The focus is on proactive measures to provide services. The initiative would involve expanding existing pallet home communities and ensuring the presence of appropriate caseworkers. Mayor Coffman projected that the new system could be operational by March 1, emphasizing its dual nature—more aggressive in abatement and more assertive in treatment.

Mr. Walls expressed gratitude to the mayor for his input. He mentioned that the retailer and crime roundtables, highlighted by the mayor, were intended to be expanded citywide. He invited those interested in having a roundtable in their Ward or with their Council Member to contact him. He assured that coordination would be done with the Mayor's Office, Aurora Police, and the relevant judicial district.

Mayor Coffman commended the effectiveness of the recent meeting. He recapped the attendees, including representatives from Arapahoe County, the prosecutor from the 18th Judicial District, and police area representatives from the Aurora Police Department (APD). He noted that the meeting had been productive, shedding light on various business challenges, such as retail theft, drug use, and public disturbances related to encampments. He expressed gratitude to Mr. Walls for leading this initiative.

**ACTION ITEM:** None.

**TREVOR VAUGHN UPDATE**

- Pet Shop Ordinance

Mr. Vaughn provided an update regarding this item. He mentioned that several citizens approached the City Council, urging a prohibition on selling cats and dogs through pet stores in Aurora. This approach was adopted by various smaller cities in Colorado, and in other states and cities outside the state. CM Jurinsky and CM Marcano supported bringing this issue to the City Council. That would allow pet stores to collaborate with rescues and shelters for animal adoptions, while sales from private breeders to consumers would remain unaffected. The ordinance passed the first reading 7-2 with CM Sundberg absent, and the second reading scheduled for the following Monday. Currently, no Aurora pet stores sell from commercial breeders, so no existing businesses would be impacted by the ordinance.

The ordinance was prompted by concerns of poor conditions in out-of-state commercial breeding facilities, often called puppy mills, due to lax USDA regulations and limited animal
socialization opportunities. These operations tended to have an agricultural focus. These concerns were some of the reasons given for the ordinance. Additionally, the shelters faced high occupancy during that period, leading to resource competition. This situation also contributed to the motivation behind the ordinance.

Mr. Walls asked about any opposition to the proposed ordinance.

Mr. Vaughn mentioned that a few national entities linked to commercial breeders submitted letters expressing their disagreement with the ordinance. Additionally, a pet shop from Centennial directly voiced its opposition during the City Council meeting. He mentioned that this was the extent of the opposition within his awareness, acknowledging the possibility of additional independent communications received by the Council.

Mr. Boyd raised a concern about the ordinance, noting that although it addresses pet stores, it might not cover a typical situation where individuals bring puppies to malls and sell them directly to people passing by. He mentioned that this scenario frequently occurs, where people showcase puppies and offer to sell them for a price, often involving designer dog breeds like French bulldogs and Rottweilers.

Mr. Vaughn clarified that the current ordinance did not address such situations because it still allowed for sales from private breeders or in cases of accidental litter. He referred to attempts in Lafayette to ban such sales and explained that this could have introduced complications as it involved regulating existing activities within the city. He emphasized that the ordinance was focused on regulating large-scale commercial breeding operations. The intent behind the ordinance was to encourage local and more socially integrated transactions where the consumer could interact with the seller and the animal. He confirmed that the ordinance did not include provisions related to the specific sales scenario Mr. Boyd had raised.

Mr. Boyd expressed his opinion, noting that while there's concern about puppies from puppy mills being sold in stores, at least there's some accountability with stores if they sell unhealthy dogs. He indicated that this ordinance might drive such activities underground, removing that accountability.

Mr. Patel commented and expressed his love for dogs and recounted his experience of acquiring a dog from a breeder the previous year through a private sale. He recalled having to navigating through 40 breeders due to concerns about potential scams. His argument revolved around having licensed pet stores for selling animals could provide a more transparent and controlled environment. He believed this approach would ensure businesses were officially registered and visible within the city, making it easier to address any issues by returning to the store. He asserted that implementing the proposed ordinance could inadvertently foster unauthorized sales and a lack of consumer protection measures. He highlighted the absence of avenues to hold anyone accountable or safeguard buyers of pets. He emphasized that people desired to acquire a pet and urged caution in considering the implications of the ordinance.

Mr. Walls mentioned having two friends who had encountered scams through private party sales. He expressed his belief that the proposed ordinance had significant unintended consequences, pushing the entire situation into an underground context. He underscored his major concern, asserting that while the motivation behind the ordinance was to prioritize animal well-being, a stance he supported, there seemed to be a lack of provisions in the ordinance that protected citizens. He contended that the ordinance inadvertently promoted behavior that was harmful to the community.
Ms. Woodson asked Mr. Vaughn whether the ordinance outright banned the sale of puppies through retail pet shops.

Mr. Vaughn responded by characterizing the ordinance as a prohibition on sales from commercial breeders. He explained that pet shops would still be allowed to collaborate with rescues and licensed shelters for adoptions, similar to practices at PetSmart and Petco.

Ms. Woodson requested clarification on what businesses within the city could be considered commercial breeders.

Mr. Vaughn said that he wasn't aware of any such businesses registered with the USDA and that most commercial breeders were located out of state.

Ms. Woodson then asked if the ordinance was designed to proactively prevent out-of-state commercial breeders from selling in Aurora.

Mr. Vaughn confirmed this intent, clarifying that the ordinance aimed to restrict sales from large-scale commercial breeders through retail pet shops. He noted that statistics supported the fact that many retail pet shops sourced their animals from such larger breeding operations.

Ms. Woodson further asked about the process of buying a dog in Aurora if the ordinance passed.

Mr. Vaughn explained that individuals could adopt from the Aurora Animal Shelter, the Denver Dumb Friends League, or partnering stores like PetSmart and Petco, which worked with shelters and rescues. Alternatively, they could seek out private breeders who operated on a smaller scale. He mentioned that larger commercial breeders would be licensed, whereas those with fewer than four breeding females and less than 25 dogs per year would require a USDA license.

Ms. Woodson then asked who had initiated the ordinance.

Mr. Vaughn clarified that it was sponsored by CM Jurinsky and CM Marcano.

• Shopping Carts

Mr. Vaughn provided an update regarding this item. He mentioned they had been working on shopping cart-related issues for several months. He noted the prevalence of shopping carts in town and the problem of theft and abandonment. They had been researching approaches used in other jurisdictions across the country but finding an effective solution had proven challenging. Many jurisdictions appeared to impose double penalties on businesses, through cart retrieval fees and as a means of recovering the costs associated with abandoned carts. He explained that they had considered making cart-related offenses more prosecutable. However, he acknowledged that some of the changes required could be quite costly for retailers. Implementing measures like cart serialization and signage might impose significant expenses on businesses.

To address this, they engaged with the Colorado Retail Council and representatives from larger retailers to discuss possible solutions. One option being considered was adopting a model similar to Lakewood, where large retailers participate in a rotating cart retrieval and
return schedule. They also contemplated hiring a contractor to supplement or handle this process, facilitating the return of the abandoned carts. He explained that having a homeless camp abatement often resulted in carts being discarded, either in the trash or left behind, in the hope that retailers would eventually retrieve them or that they would be retrieved through a code enforcement notice. One potential idea discussed involved utilizing some of the revenue generated from bag fees, which could be used for allowable purposes like covering the expenses related to cleaning up and retrieving these carts. This consideration extended to situations where carts were not only abandoned but also filled with trash. Collaborative efforts with their contractor were being explored in this regard. Further developments were anticipated in this matter. The goal was to identify a feasible solution that gained momentum with retailers and potentially didn't require the creation of a new ordinance.

Mr. Walls emphasized that retailers were already facing penalties due to property theft. He expressed the notion that minimizing additional expenses for retailers in recovering their property should be a consideration.

Mr. Vaughn agreed with Mr. Wall’s comment.

Ms. Pace asked about the bag fee's current revenue.

Mr. Vaughn responded that it was generating around $150,000 per quarter, totaling around $300,000.

Ms. Pace inquired about the implementation of Styrofoam fees and whether they were focusing solely on the bag bans or if other fees were being introduced.

Mr. Vaughn clarified that only bag fees were currently in place. He mentioned he couldn't recall any Styrofoam fees being mentioned in the state bill or implemented locally.

Ms. Pace stated that Styrofoam was banned by a state bill, and fees were supposed to be imposed on businesses for its use. She was uncertain if the city or another body was responsible for enforcement.

Mr. Vaughn explained that the state bill didn't specify any enforcement measures to ensure compliance. Thus, no enforcement efforts were initiated. He believed that most businesses, around 90 percent, tended to adhere to the law without strict enforcement. He noted that businesses were still collecting fees and sending them to the city. Regarding Styrofoam, he thought it might have been simply banned at some point, potentially for supplies, though he wasn't entirely certain.

Mr. Walls joined the conversation and suggested that certain items could have been introduced gradually over time. He also mentioned that Styrofoam's implementation was set for the following year.

Mr. Vaughn noted that while plastic bags were banned, paper bags would still be permitted.

Mr. Walls mentioned that one of the presenters, Jose Luis Ramos, wanted to contribute to the conversation.

Mr. Ramos then confirmed that starting in January 2024, Styrofoam would be banned statewide. He explained that restaurants and food vendors would have three months to use
their existing inventory, after which Styrofoam would be completely prohibited throughout the state.

Ms. Pace sought clarification regarding the revenue of $150,000 per quarter, specifically inquiring whether it was being deposited into an account that had yet to be utilized.

Mr. Vaughn confirmed this.

**ACTION ITEM:** None.

**NREL ACTION PLAN – Berenice Garcia Tellez and Jose Luis Ramos with Monarca Group**

Jose Luis Ramos and Berenice Garcia Téllez, co-founders of Monarca Group presented their ongoing project called Energy Equity Opportunities in Aurora’s Commercial Sector. Mr. Ramos provided a brief overview of their backgrounds and perspectives when working with the business community and their approach to the triple bottom line. They consider three key factors: profit, people, and the planet, and believe in addressing these aspects in order. He mentioned that based on their experience working with businesses, they understood that when initially engaging with a business owner, the primary concern was always the profit. Once a business achieved profitability, he explained that the next level was addressing the well-being of people, including the local community and employees. After fulfilling the profit and people components, he pointed out that the final step in the cycle was considering the planet. Their approach is to assess a business's situation, whether a startup or an established business, and then establish a connection. They aimed to understand the business's status and prioritize profit, followed by people, their relationship with the community, and finally, the planet.

Mr. Ramos explained that the National Renewable Energy Labs (NREL) had approached them to collaborate on the project. He mentioned that they're assisting NREL and the Communities and Urban Science Research Group with community engagement in Aurora. The collaboration focused on the pilot program concerning equity considerations in commercial buildings, particularly those exceeding 50,000 square feet. This project was concentrated on efficiency programs and building assessments. Their organization was brought in because they provided an equity lens to the project. Given their multicultural background, they could grasp the diversity present in Aurora, which pleasantly surprised them. This diversity included a multitude of cultures. They tailored their interactions to the preferences of the individuals they engaged with, which included accommodating in-person meetings, discussions at business sites, or separate conversations, as needed. The aim was to obtain a comprehensive perspective from each business they worked with.

Mr. Ramos explained that their current actions were driven by the impending implementation of the Building Performance Standards ordinance by the State of Colorado. This ordinance is scheduled to go into effect in September 2023. Its impact was expected to extend to nearly 500 buildings in Aurora, each being at least 50,000 square feet in size. The ordinance’s main requirement was to enhance these buildings’ energy efficiency. This mandate could lead to significant expenses for some businesses. He clarified that their focus was primarily on larger commercial buildings, though they had also conducted research involving smaller businesses. The diversity within their team engaged with a wide array of businesses. The purpose behind their efforts was to anticipate and address potential issues. The NREL was collaborating with them to identify opportunities to mitigate unintended consequences like gentrification and the passing on of costs.
Mr. Ramos provided an example to illustrate their point. He explained that if the state identified a building that required performance standard improvements, the associated costs could be substantial. If this particular building had 20 businesses as tenants, the usual outcome they had personally encountered in their businesses, was that the new expenses would be transferred to these tenants or business owners. Their goal is to prevent such situations, especially given the current challenges of inflation, labor shortages, delivery fees, and other difficulties restaurants and businesses face. He emphasized their program's focus on community engagement and gathering feedback. They aimed to identify buildings covered by the ordinance where community members would feel comfortable and welcomed.

Additionally, they engaged with business tenants to mitigate the passing on of costs. They have pinpointed a few locations where cost shifting occurred, and they intend to communicate with property owners to better understand their perspectives. Through collaboration with the NREL, they were working on research to develop strategies that could address these issues.

Ms. Téllez presented how their approach involves acting as a bridge and cultural broker, connecting various entities such as organizations, industry players, governments, and the community. This was achieved through the Target Universalism Approach, which ensures they include the most vulnerable communities. They have concentrated their efforts in specific areas of Aurora, such as the Havana Plaza and the Mango House by identifying, by zip code, the underserved business owners and tenants they need to engage with.

She emphasized the significance of the ordinance, which applied to buildings exceeding 50,000 square feet. She mentioned their interactions with minority-owned groups in places like the Mango House. Through these conversations, they gathered valuable feedback. For instance, they discovered instances of businesses being scammed and insurance coverage gaps for losses suffered. This feedback was being compiled to be shared with the NREL, which would in turn, inform the City of Aurora and other local jurisdictions. The intention was to help create programs and resources to support these businesses in their policy initiatives. She also referenced an issue related to Styrofoam mentioned earlier in the meeting. They sought to inform businesses about such concerns.

Ms. Téllez added several events they have participated in and engaged with various groups like "Amigos de Mexico" and the "Miel" community group. They visited Stanley Market and had one-on-one meetings with the Downtown Aurora Visual Arts (DAVA) Center. They were also set to be present at the upcoming Global Market at Havana Exchange event. Some interactions include presentations to Aurora's Immigrant and Refugee Commission in July, Aurora Sustainability Program regarding the Energy Action Plan, gathering surveys from different community members, such as business owners with brick-and-mortar establishments and food truck vendors, and capturing feedback from food vendors at the Global Fest, which revealed concerns about rent increases, potentially leading to displacement.

Ms. Téllez mentioned the creation of bilingual materials using five languages, as advised by the International and Immigrant Department in Aurora, to determine which languages to include. They showcased images from various events where surveys were being conducted, particularly capturing community members' input on expenses like Xcel bills and the need for cooling and warming facilities during extreme weather. She emphasized their commitment to providing resources rather than just performing consultations. Examples of these resources were shown, including a free energy assessment for small businesses to transition to LED lighting through Xcel. She expressed their intention to assist businesses like the cowboy shop in Aurora with this process.
Ms. Téllez shared many of the resources and programs designed for nonprofits, citing the example of the DAVA Center's interest in the Energy Outreach Colorado (EOC) energy efficiency initiative program. The program facilitated insulation, window replacement, and HVAC improvements for nonprofit organizations in Colorado, including Aurora. In addition, she discussed the State of Colorado Small Business Equity Grant. She showcased Mr. Mohammad at the Mango House, who had replaced refrigerators, reducing energy bills. This change allowed him to save money, potentially hire more employees, and invest in his business. She also shared insights about Aurora Water's rebates for toilet replacements and their Low-income Program for water fixtures.

They informed businesses about upcoming policies, such as the Styrofoam ban effective from January 1, 2024, and social programs like the Family and Medical Leave Insurance Program. Ms. Téllez expressed their satisfaction in working within the community and conveyed a desire for ongoing relationships. They hoped for support from the audience and offered to share presentation slides and flyers in multiple languages, such as English, Spanish, Korean, and Japanese. Ms. Téllez added that they provided gift cards to community members, business tenants, and property managers as compensation for the feedback provided, given that their time and resources were limited. She also noted the availability of resource links.

**Mr. Walls** asked about the status of the rules set to take effect in September by the Air Quality Control Commission (AQCC). He mentioned that there were motions to prolong the rulemaking process. He wondered if the standards and rules had been established despite the motions to continue.

**Ms. Téllez** confirmed that the rules were passed the previous week and suggested sharing more details about the motions and the alignment with local jurisdictions' building performance ordinance with the group.

**Mr. Walls** mentioned that benchmarking had been underway since 2021 following the passage of a House bill. Over the past two years, they have been collecting benchmark numbers. He indicated that rules for building standards were being developed. He requested Ms. Téllez to follow up with him, Ms. Vasconez, and Ms. Horiuchi so they could inform the group about the specific rules set to take effect in September and emphasized that the information would be valuable, especially since many business owners were likely unaware of the Air Quality Control Commission's existence.

**Ms. Téllez** agreed and added that adjustments were anticipated, such as target adjustments and alternative compliance options for buildings that couldn't meet their goals immediately, with the first interim target being 2027. She mentioned that Denver had actively participated in ensuring equity and that education and outreach were provided, particularly to underserved property owners.

**Mr. Walls** explained that in 2021, the legislature established a limit of 50,000 square feet for commercial properties. It was noted that there wasn’t much diversity in ownership beyond this limit, as those who owned such larger commercial properties usually fell into specific categories. The effect of this would be felt by business owners, as they were set to shoulder the burden of the fees. These fees would then be transferred to the occupants of those apartment buildings. It was stressed that it was highly important to spread awareness about NREL's collaboration in this matter and the availability of resources. The goal was to make energy-related changes to potentially avoid some of these fees, considering the anticipated effects on the diverse community.

**Mr. Patel** mentioned that his businesses would fall within the 50,000-square-foot commercial building category. This was because his hotels resembled apartments and typically had building areas ranging from 60,000 to 80,000 square feet. He expressed his curiosity regarding how these regulations would impact his business.
**Mr. Walls** suggested that it would have been beneficial to understand the regulations, specifically Regulation 28, if it has passed. He mentioned the plan to connect Mr. Patel with Mr. Ramos or Ms. Téllez and to potentially initiate the process by arranging an energy audit through Xcel Energy, one of the energy partners. This would help assess Mr. Patel’s current energy usage and determine how his properties aligned with the new regulations. Mr. Walls assured Mr. Patel that he would ensure he received the contact information for Mr. Ramos and Ms. Téllez.

**Ms. Téllez** expressed gratitude for the explanation provided by Mr. Patel. She mentioned that, based on Mr. Patel’s square footage, there were free assessments available from Xcel, as earlier highlighted by Mr. Walls. Additionally, she indicated that the state was collaborating with a consultant to identify resources and incentives offered for property owners within underserved or minority communities.

**Mr. Walls** intervened to inform Mr. Ramos and Ms. Téllez of a comment made by a board member in the chat. The board member had requested contact with Chelsea Thatcher at the mall. Mr. Walls shared the hope of organizing an event at the mall, specifically for tenants. The aim was to educate the diverse tenants about available opportunities and resources.

**Ms. Pace** expressed gratitude for the efforts being undertaken and emphasized the significance of the work. She acknowledged that the businesses mentioned were among her favorites, reflecting the positive impact of the ongoing initiatives. She proceeded to ask about the experience of working with Xcel Energy. She sought to understand if Xcel was genuinely supportive of the work being done and whether their response aligned adequately with the challenges posed by the energy transition.

**Mr. Ramos** shared his experience working for the City of Fort Collins and noted that relying solely on the website was insufficient. This was precisely why collaboration with NREL was valuable; they could provide direct contact information to business owners, streamlining the process. The resources they offered established a direct link to responsive personnel, aiming to simplify matters for both property owners and tenants.

**Ms. Téllez** added to the discussion and affirmed their experience in Denver, Boulder County, Fort Collins and the inadequacy of relying solely on websites for underserved business owners to find resources, especially when language barriers were present. She mentioned the challenges of navigating through online interfaces that often led to prolonged phone interactions, which could be particularly daunting for those whose first language wasn't English. However, she noted a positive shift, with organizations like Xcel recognizing the importance of working alongside community groups and nonprofits. These groups, such as Aurora's, possessed the expertise to guide businesses and community members toward bill payment, grants, and assessments. Moreover, Xcel had the intention of making its grid more environmentally friendly. This commitment drove them to increase their investment in free energy assessments and offer additional incentives. They introduced rebates for various HVAC and efficiency improvements. She expressed willingness to share this information with Garrett and the rest of the group. She then shared a personal perspective, noting that larger organizations like NREL were recognizing the necessity of collaborating with communities. They acknowledged that initiatives like theirs aimed to benefit underserved neighborhoods, which often prioritized immediate heating and cooling needs over deliberating HVAC upgrades. The cooperation with NREL was seen as a positive step in this direction. However, she acknowledged that more effort was required. They were pleased that Aurora had been chosen as one of the most diverse cities in the U.S. She expressed hope that their project could serve as a model for other jurisdictions, emphasizing the importance of engaging with communities and meeting them where they are to gather valuable input. The speech concluded with gratitude.
Mr. Walls expressed gratitude to Mr. Ramos and Ms. Téllez. He informed the attendees that the contact information for Mr. Ramos and Ms. Téllez would be shared after the meeting for direct connections. He suggested that if anyone had groups to present to or upcoming community meetings where it would be beneficial for them to engage with business owners, it was highly recommended. He emphasized that this step was a logical progression in the implementation process, building upon the partnership with energy organizations. He believed that this approach was crucial to ensure the necessary support for the diverse community.

**ACTION ITEM:** Contact information for Mr. Ramos and Ms. Téllez will be shared with everyone.

**2024 BAB AWARDS EVENT TIMELINE - Garrett Walls**

Mr. Walls mentioned the need to plan for next year's schedule in collaboration with Communications and Aurora ATV. The goal was to work backward from deliverables, interviews, award deadlines, and the Aurora 8 program. He noted that they needed to decide when the awards event for the following year should take place. While specific details weren't required at that time, he emphasized the importance of determining a general timeframe to enable the planning process.

Mr. Walls proposed opening nominations in October and possibly closing them around December 1. The intention was to use the upcoming October event as an opportunity to gather nominations for the following year's awards. He discussed the idea of transforming this into a community event, considering options like a barbecue and concert, or possibly just a concert due to budget limitation. He suggested that June, shortly after the end of the school year, could be a suitable time for this event. June appeared to be a less congested month in terms of other city events that usually occupied city staff schedules, like Global Fest and Visit Aurora events. He mentioned June could be a clear option to avoid overlapping with these events. He sought feedback from the other board members about this idea. He also pointed out that June might offer more comfortable weather compared to the heat experienced during recent events like Global Fest. He called for feedback and received input from Ms. Horiuchi through the chat, mentioning her support for the timeline. He then invited others to share their thoughts as well.

Mr. Sarwal expressed support for the timeline.

Ms. Pace expressed her opinion that the proposed plan sounded positive. She raised a concern about the timing of the event in June, noting that it was a period prone to significant storms, including thunderstorms and hailstorms. She suggested that if they were considering an outdoor event, they should also think about securing an indoor/outdoor space, such as a recreational center with a room that could be opened up to the outdoors, in case the weather became unfavorable.

Mr. Walls acknowledged Ms. Pace's input and thanked her for the valuable point. He then proceeded to inquire if the proposed timeline was suitable for everyone. He suggested the plan of opening nominations, having communications work on the link, and preparing for the October event to make it a highlight of the ceremony on the 18th. Mr. Walls aimed to conclude the nomination period by December 1, allowing Ms. Vasconez and Mr. Vaughn enough time to assess all nominations. This would ideally lead to a voting process during the January meeting for the awards. He emphasized the goal of releasing award information and delivering recipient letters by the February meeting. This would subsequently provide AuroraTV with a solid three to four months for production. Mr. Walls sought confirmation from the attendees and received positive feedback from Mr. Fryberger. In the absence of any opposing opinions, he stated the intention to proceed with this plan.
ACTION ITEM: None.

2023 BAB AWARDS UPDATE- Elena Vasconez, Garret Walls

Ms. Vasconez provided an update on their recent activities. She mentioned that she and Ms. Lephart have been focused on interviewing the winners over the past few weeks. The aim was to understand the winners better, collect their stories, and create storyboards for Channel 8. From there, Channel 8 would craft videos by visiting the business owners. Ms. Vasconez informed the group that the storyboards were expected to be completed within the week, and Channel 8 would subsequently begin scheduling appointments for the video shoots in the following weeks. She expressed satisfaction with the progress they have made. She also shared her excitement about meeting the business owners, acknowledging the impressive work they were doing and the positive impact they were making in the community. She thanked the board for their well-considered choices of winners. She then asked Mr. Walls if there were any updates on Bonfire, seeking further information on that matter.

Mr. Walls provided an update on the conversation he had with Jay on Friday. He compiled the feedback he received from everyone and conveyed it to Jay. An actual agreement for the event was formulated based on this input. Jay confirmed that he would be able to provide the performance agreement by Wednesday that week. Once received, the agreement would be reviewed by Ms. Vasconez and Ms. Amonick to establish a contractual arrangement with Bonfire Events for hosting the event on September 18.

Regarding catering, Jay offered recommendations. The top suggestions were Bánh & Butter, Comida, and another option. Mr. Walls and Jay discussed the possibility of combining catering from various small businesses in the Northwest Aurora area, which was the location of the event. This choice was intended to highlight the area that might not typically receive much attention in terms of catering. Bánh & Butter was particularly favored as a potential option. He was also in the process of arranging entertainment. He mentioned the likelihood of having light entertainment during the hors d'oeuvres and cocktail time, possibly from artists. He was collaborating with Jay to coordinate a cultural performance, such as a dance or art presentation, that would align with the award ceremony. The event's structure and flow were still being worked out, and he was considering how to integrate the cultural performance within the hour-and-a-half timeframe.

Ms. Pace noted that she had suggested Tom Vagabond at Somos Dance Studio as a potential speaker. She also mentioned that they had competing dance troupes for salsa and bachata, and the business was based in Aurora.

Mr. Walls responded, indicating that he brought up Ms. Pace’s suggestion to Jay during their conversation last Friday. Although he couldn't recall the group's name at the time, he assured Ms. Pace that he would connect her with Jay. Jay had shown great interest in the idea and worked with various Latin American and South American dance groups. He assured Ms. Pace that he would facilitate her involvement in coordinating the dance performance.

Ms. Pace expressed her enthusiasm and gratitude for the opportunity. She mentioned the recent bachata festival and the impressive performances that took place. She highlighted the abundance of talent within the community.
Mr. Walls acknowledged Ms. Pace's input, agreeing with the idea of highlighting the community's talent.

Ms. Pace agreed, highlighting the potential for showcasing such talent.

**ACTION ITEM:** None.

**COUNCIL CONTACTS**

**Council Member Jurinsky • Ms. Horiuchi**
Ms. Horiuchi relayed information from CM Jurinsky, mentioning that she intended to talk about an ordinance that Mr. Vaughn had already discussed earlier in the meeting. Additionally, she wanted to encourage people to attend the Legends of R&B event at the Stampede. The featured bands included Jon B. and J. Holiday. Ms. Horiuchi invited anyone interested in a night of grooving to join them at the Stampede on August 31.

**Council Member Bergan • Mr. Liles (absent)**

**Council Member Coombs • Ms. Redding (absent)**

**Council Member Medina • Ms. Woodson – NO UPDATE**

**Council Member Lawson • Mr. Sarwal – NO UPDATE**

**Council Member Zvonek • Mr. Boyd – NO UPDATE**

**Council Member Murillo • Mr. Fryberger – NO UPDATE**

**Council Member Gardner • Ms. Fender – NO UPDATE**

**Council Member Marcano • Ms. Pace – NO UPDATE**

**ANNOUNCEMENTS**

Mr. Boyd began by introducing the group to the new marketing director, Chelsea Thatcher, whose name had been shared in the chat room. He proceeded to provide two major updates. The first was regarding the Foxtober Food Truck Festival scheduled for the first week of October. This event was organized for the Community College of Aurora Foundation. The second update pertained to the upcoming Boo & Brew event scheduled for Halloween weekend. This is an annual event that attracts about 5,000 attendees, offering an alternative to traditional trick-or-treating. He will share more information about these events. The Back-to-School event was a success that attracted over 25,000 attendees, making it their largest Back-to-School event ever. They will coordinate their future Back-to-School activities with Cherry Creek Schools as well. He encouraged attendees who had not already done so to reach out to the new superintendent, Mr. Michael Giles, at APS.
Mr. Hougen expressed his gratitude. He mentioned the retirement party they had held the previous week, where his wife was pleasantly surprised. He extended his appreciation to everyone for the thoughtful gifts he had received. He shared that this was his final week or week and a half at the Chamber. He took the opportunity to thank everyone who had been part of his journey over the years. He specifically mentioned Ms. Amonick as a true champion who assisted him countless times. Reflecting on his 28 years at the Chamber, with an additional 10 years as a member, he expressed his excitement for his involvement in the business community for nearly 40 years. He thanked the city staff and everyone else for their support, noting that he cherished the opportunity to serve.

**MISCELLANEOUS – CHAT**

11:00 AM
Kevin Hougen to Everyone
not sure why, but I don't have any audio? Kevin

11:00 AM
Garrett Walls to Everyone
You might have to rejoin?

11:07 AM
Chance Horiuchi to Everyone
Thank you!
Sorry I had a call

11:22 AM
*Berenice Garcia Tellez - Monarca Group* to Everyone
It will be enforced on Jan 2024

11:23 AM
Chance Horiuchi to Everyone
Good to know
Definitely will need to send something out to our restaurants now

11:41 AM
Chance Horiuchi to Everyone
Thank you
My contact is
Chance Horiuchi
Chance@OnHavanaStreet.com
720-788-8986
See you on Saturday at the LAST Havana Street Global Market at Havana Exchange – Havana and Yale * 10-2pm

11:43 AM
Chance Horiuchi to Everyone
Can you share the business resources and incentives/grants in Spanish and English or any other languages you have?
11:44 AM
Jose Luis to Everyone
We will be happy to share a document with lots of resources

11:45 AM
Chance Horiuchi to Everyone
Thank you

11:48 AM
Joel Boyd JB to Everyone
Contact Chelsea Thatcher cthatcher@wpgus.com and cc jboyd@wpgus.com we could collaborate and have you at an event at the town center at Aurora

11:49 AM
Berenice Garcia Tellez - Monarca Group to Everyone
Hitesh - happy to chat with you further

11:55 AM
Berenice Garcia Tellez - Monarca Group to Everyone
Thank you <3

11:57 AM Chance Horiuchi to Everyone
I support the timeline

11:58 AM Chance Horiuchi to Everyone
It was definitely hot this weekend

11:58 AM Joel Boyd JB to Everyone
Same

12:01 PM Chance Horiuchi to Everyone
10/18 People’s Building

12:02 PM Chance Horiuchi to Everyone
Yay! Ward 1 restaurants ❤️

12:02 PM Chance Horiuchi to Everyone
Thank you Garrett for entertainment

12:06 PM Chance Horiuchi to Everyone
Free Dotsero concert at The Stampede https://www.stampedeclub.net/tm-event/dotsero/

12:06 PM Chance Horiuchi to Everyone
August 31 Legends of R&B https://www.stampedeclub.net/tm-event/legends-of-rb/

12:08 PM Chance Horiuchi to Everyone
More events https://onhavanastreet.com/events/

12:09 PM Chance Horiuchi to Everyone
Thank you SO MUCH Kevin ❤️
Congratulations Kevin

Mr. Walls moved to adjourn the meeting at 12:09 p.m., seconded by Mr. Boyd.

APPROVED:  

Garrett Walls, Chairperson