



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING MINUTES  
March 7, 2018

Meeting Held: Wednesday, March 7, 2018 at 2:30 pm at the office of the Five Points Business District, 2444 Washington Street, Denver, Colorado

Attendance: The Meeting of the Board of Directors of the Five Points Business Improvement District, City and County of Denver, Colorado was called and held as shown above and in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:

Paul Books, President  
Dr. Renee C. King, 1<sup>st</sup> Vice President  
John Pirkopf, 2<sup>nd</sup> Vice President  
Nathan Beal, Treasurer  
Tracy Winchester, Secretary (non-voting)  
Maedella Stiger

Staff: Tracy J. Winchester, Five Points Business District  
Nell Washington, Five Points Business District

BID Members: Darrell Nulan, Staff, Thomas Bean Foundation  
Ryan Cobbins, Chairman-Advisory Council, FPBD Board Member,  
Coffee at The Point  
Daryl Oliver, RE/MAX Urban Properties  
LaSheita Sayer, ZoZo Group LLC

Guests: Raymond Rountree, FPBID Advisory Board Member  
Taylor Lee-Clarahan, ZoZo Group, llc

**CALL TO ORDER**

Meeting was called to order by Paul Books at 2:35 pm and introductions were done around the boardroom.

**DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST**

There were no potential conflicts of interest concerning items on the agenda.

## **APPROVAL OF MEETING MINUTES**

A motion was made by Dr. Renee C. King to approve the meeting minutes of February 7, 2018. Seconded by Maedella Stiger. Vote: Unanimous in favor, motion carried.

## **PUBLIC COMMENTS**

No public comments.

## **OLD BUSINESS**

Renee King wanted to check on BID's insurance coverage. Discussion was tabled until Operations Report by Tracy Winchester.

## **ADVISORY COUNCIL REPORT – RYAN COBBINS**

Ryan Cobbins stated that the next Advisory Council meeting will be Monday, March 12, 2018 from 4:00-5:00 pm at Coffee at The Point. Ryan stated that he would like to restructure the Advisory Council to become more of an advisory committee for the benefit of the BID board. With the help of Raymond Rountree and Matt Buck, he would like to see at least 5-6 more members present at the meetings and that members be committed to at least 6-12 hours per year. Also, Ryan spoke about going back to meeting once a month instead of every other month.

Ryan spoke about having some security measures in place before summer to curtail any problems with loitering around the hot spots on the Welton Corridor. Daryl Oliver offered his assistance with speaking to people hanging out around 27<sup>th</sup> & Welton if the problem should arise. He has experience in this area and feels he can be of assistance with these young alleged gang members. Daryl feels the DPD's response to complaints takes a lot longer than it should when dealing with problems on Welton Street.

LaSheida Sayer, ZoZo Marketing Group, llc attended the Advisory Council meeting and discussed some of her marketing ideas. Ryan stated that no discussion was held on creating a website for the BID. Paul Books stated he would send samples of other BID websites for the committee to review. Paul also advised Ryan to contact Tracy Winchester to add items to the BID board meeting agenda from the advisory committee prior to board meetings in the future.

Tracy Winchester informed the board that she has an appointment with Bayard Temporary Services next week to find out how they may be able to assist us with hiring possibly these same people who may be causing problems on Welton Street to work for us. The BID has approved money in this category to pay wages.

Paul Books asked if the board should contact Commander Calo to come and share some strategies with the business and property owners on handling problems when needed. Possibly share a link and/or resources for guidance.

## **PRESENTATION BY DOWNTOWN COLORADO, INC. - KATHERINE CORRELL**

Paul Books introduced Katherine Correll who gave a presentation on Downtown Colorado, Inc., a nonprofit, membership association committed to building better communities. The membership fee is \$225.00/year and presently have approximately 283 members. The

memberships consist of downtown development authorities, urban renewal authorities, and BIDs. The organization provides four core services to organizations and individuals engaged in downtown and commercial district development 1) advisory services 2) educational events 3) advocacy and information and 4) program participation. Katherine informed us of the DCI Americorps Vista program, a paid one-year service program that aims to build the capacity of public and non-profit organizations. The staff person lives in the community to make connections between local businesses and local governments, develop innovative processes, conduct research, and develop promotional materials for their sites. The staff person is paid by the community, \$12,600/year for up to 3 years.

#### **FPBID OPERATIONS REPORT – TRACY WINCHESTER**

##### **PRESENTATION OF DATA FROM MARKETING SURVEY – LASHEIDA SAYER, ZOZO GROUP, LLC**

LaSheida Sayer summarized the data received from the marketing survey. Twenty-two (22) businesses responded – 19% of what was sent out. Telephone calls were made to some businesses to get responses. She focused on food and drink retail businesses and eight (8) businesses responded.

The top three (3) alternative marketing tools were: 1) banners 2) billboards 3) brochures.

Tracy Winchester stated that the city is responsible for switching out the banners on the Xcel poles and policies on how long we can keep them up is changing. The banners will last approximately 8 months with clarity. Banners can be switched out twice a year. Tracy also spoke to the new owner of 23<sup>rd</sup> & Welton about the billboard and the cost would be approximately \$1200 for 6 months including installation. Everyone was more enthused about the 23<sup>rd</sup> Street billboard due to price and location.

A discussion was held about the billboard above the 715 Club. Approximately \$13,000/year and message can be changed every four (4) weeks. LaSheita Sayer commented we lose control of the message of the neighborhood when we take the billboards down. She also reported that our demographics for the area were not up to date and reflects community from 2010 which was the last census. Tracy informed everyone that all 3 billboards on Welton Street would cost \$27,000/year. Everyone felt that the billboard above 715 Club gets the most impressions and the other two billboards had low visibility. The board asked Tracy to check on possible discount if we kept the 715 Club billboard for longer term and less changes of display.

#### **RFP FOR MAINTENANCE – TRACY WINCHESTER**

Tracy Winchester went over some of the edits made to the RFP for Maintenance. She included the Equal Opportunity language to the proposal and changed the deadline due date for RFPs to be turned in or sent to our office.

#### **AUDIT EXEMPTION RESOLUTION – TRACY WINCHESTER**

Tracy explained the Audit Exemption Resolution 2017 form (attached sample) to the board members and the reason for submitting the form which is to claim exemption from the audit requirements due to revenues or expenditures not exceeding \$750,000 for the year 2017. All board members will have to sign off on the resolution giving their approval. In addition to the

2-page resolution, a 10-page long form application for exemption from audit will be filled out by Joseph Hampanda, our accountant, and then reviewed by Diane Wheeler, an independent accountant with knowledge of governmental accounting. There is a \$150/hour fee being charged for the review.

A motion was made by Renee C. King to approve and sign the waiver for Resolution for Exemption from Audit and the long form application being prepared by Joseph Hampanda and reviewed by Diane Wheeler, an independent accountant, to be submitted to the State Auditor's Office. Seconded by Nathan Beal. Vote: Unanimous in favor, motion carried.

#### **BID INSURANCE – TRACY WINCHESTER**

Tracy informed the board that we need to get insurance for the BID because the City of Denver does not offer any coverage for special districts. A decision was made to join the Colorado Special Districts Property and Liability Pool Insurance and pay the \$271.25 membership fee to purchase general liability insurance minimum \$2,000 - \$3000 per year.

#### **TREASURER'S REPORT – NATHAN BEAL**

Nathan Beal gave the financial report for month end February 2018. The ending balance for February 2018 was \$184,916.96. Total expenses \$13,558.64 – Wallace Marketing \$375.00. Excel Energy \$159.76. Adobe Systems - \$23.88. FPBD loan - \$13,000.00.

The FPBD certification check from OED will be cut tomorrow for FPBD for \$14,000. The FPBD contract ends June 30, 2018.

A discussion was held on check writing policy for the BID.

A motion was made by Maedella Stiger that any checks written over \$1,000 will require email/written approval from the Treasurer. Any checks written over \$5,000 will require two (2) signatures from the Treasurer and Secretary. Vote: Unanimous in favor, motion carried.

Motion made by Nathan Beal to accept the Treasurer's report. Seconded by Renee C. King. Vote: Unanimous in favor, motion carried.

#### **CHAIRMAN'S REPORT – PAUL BOOKS**

Paul Books would like to host a community meeting after April 2<sup>nd</sup> to get input and feedback from community concerning the RFP for Maintenance for the BID. From the meeting he had with Rino BID member, Paul learned they do not have a maintenance contract for their BID. He also mentioned that Rino's BID hosts a community clean-up once a year.

A decision was made to have the meeting on April 4<sup>th</sup> which is our next scheduled FPBID Board meeting from 6:00 – 7:30 pm to accommodate businesses that cannot attend meetings during the day. Food and drink will be served using approximately \$100 out of the budget.

A discussion was held how to set up meeting to get the best results. Paul mentioned using the same format as Drew O'Connor where sheets were taped on the wall listing all services and using dots to have everyone mark services according to their priority.

Tracy Winchester asked if the board would like to invite Bayard Services to the next board meeting. Paul Books suggested maybe having them come to the May board meeting.

Paul Books mentioned the meeting he and Maedella had with Rino BID on their structural transition of administration and he wants to go over the report with the entire board. After that meeting, he would like to have a joint special meeting with both FPBD and FPBID boards sometime in April 2018.

Paul asked the board about the presentation from Katherine Correll, Downtown Colorado, Inc. and if they wanted to use them to assist in organizing the FPBID. Tracy shared that the FPBD was well connected with DURA and City of Denver and didn't utilize DCI very much for organizational purposes. After discussion, the board felt that the biggest benefit to us would be the Vista program and maybe we could investigate it down the road.

### **NEW BUSINESS**

Daryl Oliver spoke to the board about prioritizing the meeting agenda to accommodate the people who may have to leave early so they are part of new business discussions.

Daryl suggested putting benches along the Welton Street Corridor so people may be able to enjoy a stroll and sit down along the way keeping people on the street which adds more foot traffic in the area. The board liked that idea and will be adding benches to the potential capital and ongoing budget items list.

### **ADJOURNMENT**

There being no further business to come before the Board and upon motion duly made by Renee King, seconded by Maedella Stiger and unanimously carried, the meeting was adjourned at 4:45 pm.

The foregoing minutes constitutes a true and correct copy of the minutes of the above-referenced meeting and was approved by the Board of Directors of the Five Points Business Improvement District.

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Tracy Winchester, Secretary  
FPBID Board of Directors