



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
March 8th, 2023
MINUTES

Meeting Held: Wednesday, March 8, 2023, at 10:00 AM,
Virtual meeting held on ZOOM.US.

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 in accordance with the applicable statutes of the State of Colorado, with the following directors present and acting:
Haroun Cowans
Nathan Beal
Maedella Stiger
John Pirkopf

Excused Absence: Paul Books

BID Staff: Vincent Martinez, Downtown Denver Partnership
LaSheita Sayer, ZoZo Group

The meeting was called to order by Board Chair Haroun Cowans at 10:02 AM.

Administrative Items

- A. Disclosure of Potential Conflicts of Interest
There were no disclosed conflicts of interest.
- B. Board Meeting Minutes – January 11, 2023 and February 8, 2023
With no requests for discussion or corrections noted by any Board Members, Mr. Cowans called for a motion to approve the Minutes from the January and February Board Meeting. Ms. Stiger so moved and Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.
- C. Treasurers Report.
Mr. Beal presented the January 2023 Financial Report to the Board, and briefly broke down each expense. There were total expenditures in the amount of \$21,657 and final cash balance of \$347,561. Mr. Cowans called for a motion to accept the Treasurer's Report. Mr. Pirkopf moved to approve the January 2023 Treasurer's Report, Ms. Stiger seconded the motion. Vote: unanimous in favor, motion passed.

New Business

A. BID RNO Statement on Homelessness

Mr. Martinez introduced John Deffenbaugh, Senior Director of Strategy and Projects with the RiNo Arts District. Mr. Deffenbaugh explained the BID-RNO (Registered Neighborhood Organization) statement more in-depth, that it is intended to be a joint statement from as many BIDs as possible. He explained the intent of being humane in its language, while also conceding that the current approach to the homelessness issue is not working. He outlined 5 major points of the statement and their intended purpose. He explained that members of some BIDs found the language too firm, and conversely, some others found it too soft.

Mr. Pirkopf agreed with the sentiment, and that security issues should be handled by the City, not by BIDs and RNOs. Mr. Deffenbaugh went on to say that pressure will be re-applied after the current election cycle, April 4th. Ms. Stiger agreed, saying that the attention needs to be brought to the final mayoral candidates in a run-off election. Mr. Pirkopf asked for clarification on the intent of the statement, and Mr. Deffenbaugh explained that it is a show of solidarity. Mr. Cowans asked the board if it was prepared to vote on aligning with the statement now or wait until next month. Mr. Pirkopf suggested a vote by email, so board members have a chance to contemplate. Mr. Martinez agreed to send an email asking for a final vote by Monday, April 13th. Mr. Deffenbaugh reminded the board that no additional text could be added or removed from the original statement.

B. Entry Sign and Pole Banners

Mr. Martinez updated the board about the installation of the banner arm hardware for the light poles along the Welton corridor. CSG is unable to install the hardware, so the BID will need to hire another contractor. He also gave an update about the entry signage and the permitting process associated with it.

Old Business

A. Stakeholder Meeting Recap

Mr. Cowans gave a recap of the recent community stakeholder meeting and explained the creation of three subcommittees: Business Engagement, Community Engagement and Marketing Communications. He stressed that this is the avenue for stakeholders to influence final Board decisions through their involvement. He then gave an explanation of the general purpose of each subcommittee and their general structure.

Mr. Cowans also explained he felt it realistic that the replacement of the two open Board seats for early summer and if any members who are up for renewal choose not to serve a third term, the new terms will begin in July. Mr. Martinez then explained the online supplication process through a search of the city's web site under Boards and Commissions.

MarCom Update

Ms. Sayer presented the marketing report for February, including the Jazz Roots Festival. Additional projects include a business directory, social media reports, e-newsletter returns, website updates, and print ads in the Five Points Atlas. She explained that the next Five Points BID managed event will be the Great Pumpkin in October.

She updated the board about the advertising for Jazz Roots and its success. She mentioned an email from an attendee and how much of a fun surprise it was at the Lydian. She also mentioned that there was coverage from local radio and channel 7 news.

Ms. Sayer highlighted activities on social media, and how posts and engagements correlated to events happening in Five Points. Similar outcomes were evident on the Five Points website: on average there was a 400% increase in traffic. She then presented a calendar of anticipated activities, including Jazz Hop 1st Fridays , Viva Streets, Jazz Fest, Juneteenth, and Mo Better Farms. She mentioned the popularity of the 4/20 fest and stated that an activation could be possible with board funding approval.

She then requested feedback and suggestions from the board. Mr. Pirkopf suggested an MLB Opening Day activation and mentioned the success of last year's Negro League baseball card cutouts at Lawson Park. He also suggested more front-facing artwork at Soul Street Plaza.

Public Comments

A member of the public asked if the lights at Soul Street were solar-powered, and Mr. Martinez confirmed that they are not.

There were no further public comments.

With no further business to discuss, Mr. Pirkopf made a motion to adjourn. Mr. Beal seconded the motion. Vote: Unanimous in favor, motion passed.

The meeting adjourned at 11:15AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 12th Day of April 2023.

FPBID Board Chair

Attest:
