



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
MARCH 10, 2021  
MINUTES

Meeting Held: Wednesday March 10, 2021 at 2:30 PM,  
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:  
Paul Books, President  
John Pirkopf, Vice President  
Nathan Beal, Treasurer  
Maedella Stiger  
Ryan Cobbins  
LaSheita Sayer

Excused Absence: Haroun Cowans

BID Staff: Vincent Martinez, Downtown Denver Partnership  
Olivia Omega Wallace, Wallace Marketing Group

The meeting was called to order by Board President, Paul Books at 2:32 PM.

No potential conflicts related to Agenda items were reported by any of the FPBID Board Members.

**Approval of Board Minutes – February 10, 2021**

No corrections were discussed amongst the Board. Mr. Cobbins moved to accept the February 2021 Board Meeting Minutes as presented. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

**Treasurer's Report – January 2021**

Mr. Beal gave the January 2021 Financial Report to the board. A total of \$15,217 in expenditures were made in the month of January, which were then listed individually. The final account cash balance at the end of the month totaled \$181,393. With no questions regarding the January 2021 financial report, Ms. Stiger made a motion to accept the January 2021 financial report. Mr. Cobbins seconded the motion. Vote: unanimous in favor, motion passed.

**Old Business**

A. Update on Marcom Contractor Search

Ms. Sayer stated that today is the due date for RFP applications. Mr. Pirkopf and Ms. Sayer are co-chairing the selection committee. Ms. Sayer noted that she and Mr. Pirkopf have refined the original scope of work based on current needs. She also worked with Mr. Books to develop a budget better related to the new scope. As a result, there have been some reallocation of budget funds from the original accepted budget for 2021 in order to raise the budget for the contractor to \$50,000. Line items that had reductions are other maintenance, events, holiday lighting, holiday event and contingency funds.

Finalist will be chosen, and interviews will be held soon with the intent of bringing a recommendation to the Board at the next meeting for the new contractor.

B. Five Points Community Seating Area Update

Mr. Cobbins reported that the permit has been issued for the closure of Clarkson Street for an outdoor seating area. Design on the space is still underway. As the permit is written, the space will solely be for restaurant seating. However, a long-range vision includes utilizing the space for activations that can include other businesses such as retailers and the various gym/yoga businesses in the BID as well as a family friendly area.

Mr. Pirkopf asked if there is anything that the BID can do to support this effort. Mr. Cobbins noted that funding for furnishings and amenities is still being sought. Grant funds from the City may be available but is not expected to cover everything.

C. Blair Caldwell Library Renovation Project Update

Ms. Sayer reported that after several meetings with library stakeholders to receive input on ideas for 1<sup>st</sup> floor enhancements, the architectural firm contracted to design the renovations presented their renderings at a public forum recently. This opened the period for public comments. Along with this meeting, the design team will continue to take public comments at the website for the project. Yard signs have been placed throughout the district and in adjacent neighborhoods to encourage comments. More information on the overall project and the survey can be found at <https://www.denverlibrary.org/blaircaldwellrenovation>

D. Review of Event Assistance /Sponsorship Fund

This issue was initially discussed at the March 2020 Meeting and then COVID hit and it was no longer a priority as events were not expected to be happening. At that time, some adjustments had been made to the criteria, but the changes were never formally approved by the Board.

The new criteria for funding was shown. The main changes were changing the max event request of 20% of the fund total and no more than 20% of the total budget.

Now that requests are starting to come in again the Board needs to review and formally approve.

Ms. Sayer noted that it is necessary to have a process in place to understand exactly what can be asked for from the Board for event assistance.

The Board asked for these guidelines be rewritten to show the dollar amount that can be asked for and not show percentages to help clarify.

Mr. Martinez committed to work with Ms. Wallace on putting together the language for the guidelines for Ms. Wallace to post to the site and have a questionnaire to fill out as well.

Questions were asked about the fund's impact on legacy businesses and how events will best support them. The legacy businesses are not typically throwing events or asking for event funding. However, in order to qualify for funding assistance, the guidelines state that the event must support the Mission Statement of the BID, which means that all businesses including legacy businesses will benefit from the event. The applicants will need to convey this in the application process.

The Board also asked that the fund be a reimbursement, paid after the completion of the event.

Ms. Sayer made a motion to approve the revised Event Assistance/Sponsorship Fund. Mr. Cobbins seconded the motion. Vote: unanimous in favor, motion passed.

### **New Business**

#### **A. Lawson Park Activation Opportunities**

Mr. Martinez introduced Randy Vetter and John Hayden of Curtis Park Neighbors who presented to the Board the activation efforts their group is undertaking and future opportunities at Sunny Lawson Park.

They started a First Friday Jazz in the Plaza event in February and had a good turnout. The group recently teamed with Mile High Festivals for future Jazz in the Plaza events. This a free event and meant to be inclusive of all users of the park.

The two also presented the idea of a Taste of Five Points event that could be held in the park to showcase the numerous eateries in the BID. Mr. Books asked them to develop a more detailed plan for such an event so that the Board can have a better idea of what is needed to coordinate.

#### **B. Five Points Street Art Summit Event Request**

John Futrell of Redline Contemporary Art Center then presented his event assistance request for an activation highlighting the various murals and cultural sites along the Welton Corridor. The request is for \$20,000 for a unique event in Denver. Mr. Futrell of Redline is working with Thomas Evans in the planning of the event. They would like to hold the event August 9 – 16. The 7-day event will feature the work of BIPOC muralists from Denver and Beyond. Ideally this will allow Five Points to stand out as the arts hub of Denver.

This will be an interactive experience both with artists attending invite only events and the use of an app that allows visitors to pull up information at marked stops on their phone. Overall, the hope is to drive consumer traffic to the businesses of Five Points.

Mr. Futrell showed his budget and logistical plans for the event and made himself available for questions from the Board.

Mr. Futrell noted that the murals will be permanent in some case but may not be in other cases. Mr. Futrell would also like to make this an annual reoccurring event. As such, the mural sites could potentially be changed out annually or kept.

Mr. Books noted that while the request is more than what they event assistance guidelines allow for, the Board would like to facilitate his work with other groups in the area to help make up the delta.

The Board asked Mr. Futrell to fill in the application when it is up on the website.

### **MarCom Update**

Ms. Wallace updated on the Black History Stroll that took place last month. Based on the Holiday Stroll, visitors were encouraged to use a digital map to post on social media and include the historical markers in the district. There was no call to action date associated but offered opportunities for prizes for posting.

Ms. Wallace then noted work that she is trying to wrap up as she closes out her contract with the BID, including repair of historical markers and the development of one more set of banners. The Marketing Committee will be developing for a final approval from the board over the next month.

Ms. Wallace again discussed ways to stay in touch with the BID through both social media and newsletters.

Lastly, she noted that events can be submitted to her via email ([FivePointsBID@gmail.com](mailto:FivePointsBID@gmail.com)) and will be included in a community-wide calendar being put together by a community volunteer.

Mr. Books took a moment to thank Ms. Wallace for her efforts and for continuing to accomplish MarCom goals as she prepares to move on to other contracts.

### **District Maintenance & Administrative Update**

Mr. Martinez introduced Sabina Valencia Chavez, Amanda Miller and Ryan Butcher the Operations team at the Downtown Denver BID. Ms. Miller oversees the DDBID's Tree Health Program and has been coordinating the development of the FPBID's RFP for the Tree Health Program. Ms. Valencia Chavez will be supporting him with administrative duties related to the Board. Mr. Butcher has already been working in the BID for the last year taking care of quality control checks of the maintenance contractor, CSG and also works with contractors on infrastructure issues such as irrigation repairs and pedestrian light and electrical issues for them.

Mr. Martinez then went over the time lines of the three RFPs that are active or soon to come for the BID: MarCom services, tree health, and custodial and snow removal.

With the forecasted heavy snowstorm for the coming weekend, Mr. Martinez reviewed snow removal procedures, tools/equipment used in the district and the strategies for removal and storage of snow especially along the light rail side of the street, where snow cannot be pushed on to the tracks.

Lastly, Mr. Martinez updated that City Forestry has been delayed in their removal of dead trees along the corridor that they had hoped to complete by the end of the year. He is working with

their team to name a date and determine what species and size the city is proposing to use as replacements.

**Public Comments**

Because the meeting was running so late the public comment section was tabled for this month

With no further business, Mr. Pirkopf moved to adjourn which Mr. Beal seconded. The meeting adjourned at 4:35 PM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 14<sup>th</sup> day of April 2021.

---

FPBID Board President

Attest:

---