



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING MINUTES
January 9, 2019

- Meeting Held: Wednesday, January 9, 2019 at 2:30pm at the Blair Caldwell African American Research Library, 2401 Welton 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 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, 1st Vice President
John Pirkopf, 2nd Vice President
Nathan Beal, Treasurer
Tracy Winchester, Secretary (non-voting)
Maedella Stiger
- BID Members: Ryan Cobbins, Coffee at The Point, Chairman of Advisory Council
Darrell Nulan, Thomas Bean Foundation
- Guests: Raymond Rountree, ACI Plumbing & Heating, Inc.
Daryl Oliver, Weichert Realtor Professionals
Elizabeth Schwisow, Finance Manager, Palisade Partners

CALL TO ORDER

Meeting was called to order by Paul Books at 2:37pm.

DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST

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

APPROVAL OF MEETING MINUTES

Motion made by Dr. Renee C. King to approve the meeting minutes of December 5, 2018 board meeting with correction to vote on advertisement approval for the 2019 Colorado Business Hall of Fame event being made. Seconded by John Pirkopf. Vote: Unanimous in favor, motion carried.

TREASURER'S REPORT – NATHAN BEAL

Nathan Beal went over the FPBID 2018 December Financial Report. Mill levy income received was \$699.60. Expenses for the month totaled \$7,714.49. Outstanding loan balance to FPBD \$31,000. Total Assets \$319,502.88.

Motion made by Maedella Stiger to approve the December 2018 Financial Report. Seconded by Dr. Renee C. King. Vote: Unanimous in favor, motion carried.



NEW BUSINESS

Paul Books presented the administration position proposal provided by Tami Door, President and CEO of the Downtown Denver Partnership (DDP), which included a detailed list of services at a cost of \$17,000/year. The position's responsibilities and estimated time Tracy Winchester and Nell Washington spent each month on these duties was discussed. Paul stated the 2019 budget included approximately \$25,000 for 3rd party administration and this proposal is below that budgeted amount. The possibility of this DDP position also absorbing the monthly financial duties Net Prophet currently provides was discussed. Dr. Renee C. King brought up the point that \$106/month cost of Net Prophet services could be worth the checks and balances a 3rd party financial services firm provides. Ryan Cobbins stated the DDP specializes in special districts and special district accounting, so their expertise and familiarity could bring value. Tracy Winchester discussed the need for a day-to-day oversight of the CSG team. The need for this position to be held by the same DDP staff member to create a personal connection to the neighborhood was also discussed. Paul Books will confirm the position proposal includes accounting services, day-to-day oversight of CSG, and that the position will be held by the same DDP staff member. Dr. Renee C. King made a motion to move forward with the proposed DDP administrative position pending confirmation of the accounting services, CSG oversight duties, one DDP staff member holding the position, and a total budget between \$17,000 and \$20,000 per year. Seconded by Maedella Stiger. Vote: Unanimous in favor, motion carried.

Paul Books also discussed a proposal from DDP for a marketing, communications, and branding position he discussed with Tami Door. Tami recommended Olivia Omega, who previously worked on the FPBD/BID website and who was sponsored by the BID in the DDP Leadership program in 2013-2014. Olivia has her own firm and has worked with the BID since 2013. She was also recommended by Councilman Albus Brooks. The marketing, history, and public relations 2019 budget of approximately \$25,000 was discussed in relation to this potential position and how Olivia could bring more value and unity to these efforts than traditional marketing avenues. Further discussed were the potential savings from the administrative position budget that could be put toward the cost of this position as well. Paul Books and Dr. Renee C. King agreed to meet with Olivia and Tami to discuss the position.

It was discussed that local organizations, news stations, or events commonly reach out to the BID and request promotion and advertisement to BID contacts, usually giving little advanced notice. The Board agreed that if a request is not political, comes at no cost to the BID, and is not considered controversial, Maedella Stiger and Elizabeth Schwisow will discuss the proposal and send it out to all property owners and business owners without full Board approval, should it meet these three criteria.

A motion was made by Dr. Renee C. King to remove Tracy Winchester as Secretary of the BID and for Elizabeth Schwisow to become interim Secretary. Seconded by John Pirkopf. Vote: Unanimous in favor, motion carried.

Tracy Winchester discussed the opportunity for the BID to retain the Constant Contact database formerly paid for by the FPBD at a cost of \$45/mo. A motion was made by Nathan Beal for the BID to take over payment and administration of the Constant Contact database at a cost of \$45/mo. Seconded by Dr. Renee C. King. Vote: Unanimous in favor, motion carried.

Tracy Winchester and Elizabeth Schwisow presented the CenturyLink options for a pre-recorded voice message that notifies callers of the former FPBD/BID phone number (303-832-5000) to phone the new Google Voice phone number (to be setup by John Pirkopf). Dr. Renee C. King made a motion to approve



the \$10/month voice message for the next 6 months. Seconded by John Pirkopf. Vote: Unanimous in favor, motion carried.

A motion was made by Maedella Stiger to reimburse Dr. Renee C. King for condolence flowers sent to the family of Metro PCS business owner Robert Martin on behalf of the BID. Seconded by John Pirkopf. Vote: Unanimous in favor, motion carried.

OLD BUSINESS

A motion was made by John Pirkopf for Paul Books (as President) to sign the BID insurance policy renewal documents provided by McGriff, Seibels & Williams for coverage through the Colorado Special Districts Property and Liability Pool (which were previously emailed to the Board for their review) at a cost of \$2,712. Seconded by Nathan Beal. Vote: Unanimous in favor, motion carried.

Tracy Winchester updated the board on the marketing brochures for the Little Black Book and the 2019 Colorado Business Hall of Fame event recognizing Five Points Businessmen, Charles L. Cousins and Charles R. Cousins and advised that both marketing brochures were completed by ZoZo Group.

Neighborhood branding and communication efforts have been temporarily put on hold until there is more clarity from the Downtown Denver Partnership on the marketing and branding services they may be able to provide, which will be discussed at next month's Board meeting.

A motion was made by Dr. Renee C. King to move forward with filing the 2019 budget approved in November 2018. Seconded by Maedella Stiger. Vote: Unanimous in favor, motion carried.

Tracy Winchester provided an update on the recaulking bid. G&E Construction advised it's best to wait until Spring for recaulking efforts. The current state of preservation is fine as-is and will not deteriorate more by waiting until Spring. The outstanding invoice of \$4,000 for G&E Construction will be paid in January.

OPERATIONS REPORT

CSG removed and stored holiday lights and banners and will replace them with the portrait banners. They notified the board and provided images of multiple occurrences of portrait banners that were damaged during removal prior to the holidays. Dr. Renee C. King will reach out to CSG and determine the best plan going forward with the portrait banners.

Tracy Winchester advised the FPBD loan of \$31,000 will be repaid once the FPBD receives the final check from the Office of Economic Development. She also stated the BID owes the FPBD \$4,758 for the portrait banners and holiday lights which will be invoiced separately from the FPBD \$31,000 loan repayment.

Tracy Winchester advised the outstanding \$53,091.96 Colorado Lighting invoice can be paid as all pedestrian lights are working and the itemized invoice was received.

ADVISORY COUNCIL COMMENTS

Ryan Cobbins and Nathan Beal met to discuss branding, which has been put on hold until there is more clarity from the Downtown Denver Partnership on the marketing and branding services they may be able to provide.



PUBLIC COMMENT

No public comments.

ADJOURNMENT

There being no further business to come before the Board and upon motion duly made by Dr. Renee C. King. Seconded by John Pirkopf and unanimously carried, the meeting was adjourned.

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.



Elizabeth Schwisow, Secretary