



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
January 8, 2020
MINUTES

Meeting Held: Wednesday, January 8, 2020 at 2:30 PM, 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
Maedella Stiger

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

The meeting was called to order by Board President, Paul Books at 2:33 PM.

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

Approval of Board Minutes – December 4, 2019

With no discussion or corrections needed, Dr. King motioned to accept the December Board Meeting Minutes, Ms. Stiger seconded. Vote: unanimous in favor, motion passed.

Treasurer’s Report – November, 2019

December’s financial report was received earlier that day, so Mr. Beal asked to hold off on that report until the February meeting. Mr. Beal did report the November 2019 Financial Report to the board. At the end of the month, the cash balance was \$271,302 and there were \$24,456 in expenses during the month of November and \$212,266 in expenses for 2019 through November 30th. With no issues of concern, Dr. King motioned to accept the November 2019 Financial Report, Ms. Stiger seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. MarCom and Branding Committee Update

Ms. Wallace noted that the Committee last met on January 2nd and will meet again on January 30th. Decibel Studio is starting to produce the new bike racks and trash receptacles and will apply for permits as the install date approaches. Ms. Wallace is also meeting with

the printer for banners on the 9th to finalize logistics to have the banners sized, printed and installed. At the February meeting, the Committee will begin to investigate ideas for gateway development at both ends of Welton. Ms. Wallace noted that through the stakeholder survey the number one item of interest is more trees along Welton. She noted that tree planting will not be coming out of the Marketing budget. Members of the committee are also investigating ways to incorporate the use of artists to paint more murals in the BID and opportunities for property owners of vacant store fronts to work with artists to help liven up the properties and show the potential for a new business in the properties.

Ms. Wallace is also developing an editorial calendar for daily posts and informed the audience that she is looking for relevant content for posts. She gave the email to share content and noted that the posts with the most engagement have tended to be related to events. Ms. Wallace also encouraged Board Members and stakeholders to join the Five Points BID Stakeholder Forum Facebook page and to spread the word to help increase members among BID businesses and property owners.

B. FPBID 2020 MarCom Agreement with DDP

Ms. Wallace then presented the updates to the MarCom Agreement with the DDP based on comments from the Board at the December 2019 meeting. She noted that the main changes included a bigger focus on social media posts through the BID's various channels, an increase in monthly reporting of her activities with stakeholders and attendance at events and efforts to increase the number of social media followers.

Mr. Pirkopf moved to approve the amended Scope of Work of the MarCom agreement with the Downtown Denver Partnership as presented. Ms. Stiger seconded. Vote: unanimous in favor, motion passed.

C. Bylaws vs. Ordinance Update

Ms. Moyski informed the board that she consulted with the BID's legal counsel after it was noted that the BID's board slate and officers as outlined in the bylaws did not match up to the City's ordinance establishing the expanded Board of Directors. According to counsel, the Board can establish their slate of officers as they wish and that the BID's bylaws set the standard for their operations and are considered legal and valid.

D. Event Support Criteria

Mr. Books noted that a framework had been started regarding limits of support for events and eligibility requirements. He noted that he would share the framework with Board Members by email and if they wanted to formalize with a vote, they can do so at the February meeting.

E. First Friday Jazz Hop

Due to timing and space needs this discussion was moved up in the meeting's agenda but is included in the minutes in its original place on the Agenda. Mr. Norman Harris presented to the Board the event which held its first event Friday, January 3rd. The monthly First Friday Jazz Hop event is meant to promote the Jazz heritage of the Five Points neighborhood and focuses on utilizing venues on the Welton corridor. The goal is to utilize three venues per month on a rotating basis and bring visitors to Five Points on a regular basis. Mr. Harris has helped produce several of the annual one-off events that occur on Welton and acknowledged that while beneficial for the day of the event, they are not as successful in bringing people back on a regular basis.

Mr. Harris is making a request of \$10,000 from the Five Points BID to assist in the production of the event. To illustrate the effectiveness of the January event Mr. Harris had owners of the three venues share success stories from the businesses. Each of the venues saw a significant increase in sales that night and commented that the only negative is that they were having to turn visitors away because of capacity issues.

Mr. Harris reported that he plans to gather data at each event to determine how the event is impacting sales and increasing pedestrian counts in the district. Denver Arts and Venues has already committed funding support for the year. Mr. Harris understands his request is above the \$1000 max for event funding assistance but is asking the board to consider the First Friday Jazz Hop as regular programming as opposed to a one-off event. Participating venues also pay into the event by providing the required \$200 rate to pay bands.

In the discussion that ensued, participating venues noted that there is already a recognized need to somehow increase the number of venues, so visitors do not become frustrated with capacity issues and eventually stop coming to the regular event. Mr. Harris also noted that he is aware how events such as the Truck Stop and Jazz Fest often hurt business for the day of those events on Welton, the goal of this monthly event is to actually bring business to the businesses along Welton. When asked by Mr. Beal, Mr. Harris commented that this is intended to be an event that goes on beyond just this year. Mr. Pirkopf noted that he sees the request as seed money for the event to grow into the future and in coming years, the BID can reevaluate how it can assist the event.

Dr. King worried that committing \$10,000 to the Jazz Hop is the total budgeted for event assistance for 2020. Mr. Pirkopf responded that the Jazz Hop should be considered programming and as such should be thought of as a sponsorship with funding coming from more appropriate areas of the 2020 operating budget. Ms. Stiger expressed concern of not having enough input from other property owners on the subject. Additionally, Board members discussed that the Jazz Hop is a big step in activating Welton, the potential to include Sonny Lawson Park in future events and the opportunity to consistently tell the story of the cultural significance of Five Points and Welton Street, which has been a challenge to date.

Mr. Beal made an initial motion to approve \$10,000 in funding assistance for the First Friday Jazz Hop event. After discussion Dr. King added to the motion that continued funding for 2021 is not assumed and that Mr. Harris provide data at the end of the year to show the impact of the BID's investment on the Welton Corridor. Vote: 3 in favor, 2 abstentions. Motion passed.

F. Christmas Lights Issues

Mr. Martinez addressed questions over the installation of the Christmas lights in the 2600 and 2700 blocks of Welton. In working with the company there was confusion of the request of the Five Point BID to light trees on both sides of Welton. In the end, only trees on the West side (non-track side) of the street were lit. The installation company, Denver Illuminations, noted that the agreement was for the 19 trees and 21 were actually lit. Because there would have been additional costs to install the lights on the opposite side of the street and the timing, the decision was made to keep the lighting as is.

Mr. Martinez noted that with the additional resources committed to the BID by his Operations Team under the new Management Agreement, he will put the lighting of Five

Points' trees on his team's project calendar and coordinate Five Points lights' with Downtown's time line.

G. Deep Rock Mural and Irrigation Update

Mr. Martinez reported that a supplier has been identified for the over-sized pane of glass that the vinyl mural will be adhered to through Ken Caryl Glass. While it will not be a spandrel pane like the original, the company will be installing a window tint like product to help from shattering in the event the glass is damaged again. The cost was still within the originally approved amount set by the Board in a prior meeting and will be ordered with the goal of installation by February's meeting.

Mr. Martinez then discussed the two quotes that have been received to date for the irrigation repairs needed for the 2600 block of Welton. Because of the difference in quotes he is going to search out at least one more estimate and possibly a fourth. He noted that it has been difficult to find companies to provide quotes for the work as many that have been contacted do not have the capacity to take on the work currently. Mr. Martinez noted that he will bring more quotes to the February meeting and that the goal is to have the work completed by end of April/early May. Doing so will allow the irrigation to set up on schedule and in time to plant new trees in late Spring/early Summer.

H. Snow Removal Issues

Mr. Martinez let the board know that the issues regarding snow not being removed from the 2900 block of Welton on the East side sidewalk (track side) should now be resolved.

Execution of the work was to blame as the vehicle that had been used to remove snow was not able to fit on the sidewalk and the shoveling technique was not providing an adequate path. He noted that the equipment the maintenance contractor is using has been updated and is more appropriate for the sidewalks on Welton. Additionally, Mr. Martinez reminded the board that now that the Management Agreement with the DDP includes oversight of the maintenance contractor, his team will be doing regular quality control checks, and should this type of performance continue the contractor will be notified and remedies expected immediately.

District Maintenance Report

Included as a written update in the full meeting packet.

Public Comment

Jesse Taenzer of the Pair O' Dimes shop asked the Board if there are any plans to bring a security team of some sort to the District. He noted an increase in vandalism in the area including a string of broken shop windows over the last few weeks. Mr. Books mentioned the Security Committee that met recently and the discussion of a private security team. The committee will meet before the February meeting and he will give an update in February.

Jesse Parris with Black Starz Action Movement & Self-Defense informed the Board that Denver is in the process of bringing the Eugene, OR based CAHOOTS program to Denver, which is intended to route non-violent, often mental health related 911 calls to mental health professionals as opposed to law enforcement. Mr. Parris asked those in attendance to reach out to mental health and social service professionals when addressing issues with unhoused neighbors as opposed to police.

Tour guide, Charles Foster, shared with the Board photos of the neighborhood cultural plaques

and the damages he has found and asked the Board to address the vandalism. He also asked about several stencils related to historical characters of the area, which a meeting attendee noted may have been the work of an independent artist. Mr. Books noted that Ms. Wallace has electronic files related to this and will be following up along with Mr. Martinez on the issue.

Charlene Potter with the soon to be established Hattie McDaniel Museum reported that her organization is currently in the process of completing a feasibility study in establishing the museum. She also informed the board of an upcoming exhibit at Next Stage Gallery related to Hattie McDaniel. Ms. Potter says she looks forward to working more with the BID in her capacity with the Museum and hopes to count on the BID's support as they gain momentum.


Ryan Cobbins of Coffee at the Point asked about the vehicle that was parked outside of the shop over a weekend in December. Mr. Martinez informed him know this was not a normal procedure, but something done in preparation for a forecasted heavy storm that never came about. He let Mr. Cobbins know that this is something else that will not happen with his team involved in quality control of the maintenance contractor. Mr. Cobbins offered a potential parking space if the need should arise again.

Lasheita Sayer of ZoZo Group informed the Board that she will be making a request at the February Board Meeting for event support of the annual Swinging August Nights event that will be held again at the Five Point intersection.

The resident (name not recorded) who lives where the water main was damaged last Spring by the BID's maintenance contractor, thanked the Board for the attention to the matter and addressing the safety hazard.

With no further business to discuss Dr. King motioned to adjourn the meeting and Ms. Stiger seconded. Vote: unanimous in favor, meeting adjourned at 4:50 PM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 12th day of February 2020.



FPBID Board President

Attest:

