

FIVE POINTS

BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS MEETING

July 13, 2022

By Zoom Webinar

AGENDA

Mission Statement: The Five Points Business Improvement District exists to strengthen and enhance the efforts of business and property owners who live, work in, or contribute to the Historic Five Points neighborhood of Denver. Our District Board's mission is to positively influence financial accountability and cultural responsibility as the area undergoes redevelopment and growth. The Five Points Business Improvement District will hold true to the best values of the past, embrace inclusive opportunities of the present and look forward to a vibrant future.

10:00 AM	I.	Call to Order	R. Cobbins
10:05 AM	II.	Video Introductions	Board
10:10 AM	III.	Administrative Items	
		A. Disclosure of Potential Conflicts of Interest	Board
		B. Board Meeting Minutes – May 11, 2022	Board
		C. Treasurer's Report – April & May, 2022	N. Beal
10:20 AM	IV.	Old Business	
		A. Planning Retreat Discussion	V. Martinez
		B. Resolution Setting Special Meeting for Planning Retreat	Board
		C. Resolution Setting Public Hearing for 2021 Budget Adjustment and 2022 Budget and Operating Plan for September Board Meeting	Board
10:30 AM	V.	New Business	
		A. FPBID Employee Discount Card Program	L. Sayer
		B. Renewal of 5PMG MarCom Subcontractor Agreement	V. Martinez
11:00 AM	VI.	MarCom Update	K. Frazier
		A. Monthly Report	
11:15 AM	VII.	District Maintenance & Administrative Update	V. Martinez
		A. Monthly Report	
11:25 AM	VIII.	Public Comment	
11:30 PM	IX.	Adjourn	



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
May 11th, 2022
MINUTES

Meeting Held: Wednesday, May 11th, 2022, 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:
Ryan Cobbins, President
LaSheita Sayer, Vice President
Maedella Stiger, Vice President
Nathan Beal, Treasurer
John Pirkopf
Haroun Cowans
Paul Books

Excused Absence:

BID Staff: Vincent Martinez, Downtown Denver Partnership
Kalisha Frazier, Five Points Marketing Group

The meeting was called to order by Board President Ryan Cobbins, at 10:03 AM.

Approval of Board Minutes – April 13th 2022

No discussion of the April Minutes was requested, Mr. Beal moved to accept the April Board Meeting Minutes as presented. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

Treasurer's Report – March 2022

Mr. Beal presented the March 2022 Financial Report to the Board. A total of \$16,791 in expenditures was made in the month of March, which were then listed individually. The final account cash balance at the end of the month totaled \$268,978 Mrs. Sayer made a motion to accept the March 2022 Treasurer's Report. Mrs. Sayer seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. Soul Street on Clarkson Update

Mr. Martinez gave several updates to the progress at Soul Street on Clarkson: the furniture has been set up, with the full set-up of recycle and trash ready by 5/13. He will reach out to Excise and License to obtain a use permit for communal dining next week. He also explained that CSG will conduct a 30-minute open and a 30-minute close daily. Mrs. Sayer requested clarification about CSG duties, as well as a map of the area. Mr. Martinez displayed a map of the areas that would be occupied by various amenities and restaurants. Mr. Jones added that the space will be occupiable as early as today, 5/11, and explained that businesses will have areas allocated to them. He also clarified the difference between communal dining and common consumption areas.

Mrs. Stiger suggested that the BID lets property owners know who is paying for this since Clarkson is outside the BID. Mr. Cobbins clarified that the businesses at Five Points Plaza and surrounding the Clarkson Street Plaza agreed to pay for it because it is a benefit to everyone. Mr. Martinez added that there is grant money from the City of Denver.

B. Welton Street Enhancements Update

Mr. Cobbins introduced Brett Boncore with the Department of Transportation and Infrastructure (DOTI). Mr. Boncore presented the Northeast Downtown and Five Points Action Plan and recounted several projects that are either completed or in the works. Current and recent projects include the conversion of several one-way streets into two-way streets, and streets that have added bike lanes and increased safety features. Upcoming projects in Five Points include converting 28th street east of Welton from a one-way to a two-way street, expanding the pedestrian plaza at the Five Points intersection, as well as the painting of the bulb-outs at several intersections. The artists selected will tie the art into the cultural history of Five Points. These projects are expected to begin following the Juneteenth celebrations.

Mr. Cobbins addressed a question from Dr. King regarding fire station #3 and if this will affect its response time. Mr. Boncore assured the board that Denver Fire Department has approved the design plan. Mr. Boncore went on to explain their 1:1 stakeholder meetings, and that with few exceptions, the project was supported.

C. 2022-2023 Planning Retreat Date Selection

Mr. Cobbins suggested a late summer date, perhaps in August or September. Board meeting hours may be adjusted to accommodate date discussion. Mr. Cobbins will send out potential dates via email.

D. Necessary Resolutions Related to Planning Retreat

Not discussed at this time.

New Business

A. No new business was discussed at this time

MarCom Update

A. Monthly Report

Mrs. Fraizer presented information about the Saturday June 4th Jazz Fest and how to advertise businesses via pamphlets, coupons, et cetera.

Mrs. Frazier explained that there was a new bid put in for the restoration of the historical markers, and that there is enough money in the budget. The cost is around \$4,000 and will start in the next few weeks. She also went on to present a few options for advertising BID happenings, that the billboard on 20th and Welton is \$1,000 a month, and that there is also the option to advertise in the Five Points Atlas, a digital and paper publication.

She also stated that the gateway signs are on hold, and the Xcel banner poles are pending, with an update postponed until the June board meeting. The next Marcom meeting will take place 5/26

There was discussion of upcoming events and planning ahead for them. Mrs. Sayer requested more communication concerning planning upcoming events. Mr. Jones explained that these events require details before they can be discussed and approved and suggested that events require 4 months to come to fruition. The discussion continued when Mr. Cobbins suggested a half-page presentation prior to lengthy discussions about future events, in order to have time to consider things like budget, et cetera.

District Maintenance & Administrative Update

A. Monthly Report

Mr. Martinez began by saying that the Safety meeting will be postponed, and he is looking at dates in June or July. Mr. Martinez gave several updates about the maintenance projects in Five Points: the irrigation along Welton has been turned on, and that he is looking into restoring the irrigation lines in front of the old True Value storefront. That location, as well as the trees around the Rossonian are presently being hand watered. Lighting at 25th and Welton is being replaced this week or next, and 2 new lights will be purchased and installed on 25th. Lighting on Washington is being inspected to determine issues with lamps and ballasts.

Miscellaneous

Mrs. Sayer suggested that the BID talks to Cervantes Ballroom about opening the restrooms prior to concerts to avoid littering and tree pit contamination and suggested the BID and CSG coordinate with the events scheduled. Records show that there is a correlation between live music performances and increased trash production. Mr. Martinez demonstrated the Clean and Safe app for trash reporting in the ROW

Public Comments

Through the public chat option, the following questions and statements were made:

Mr. Cobbins addressed a question about trash cans along the Welton corridor.

With no further business, Mrs. Sayer moved to adjourn. Mr. Cowans seconded the motion. The meeting adjourned at 11:33AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 13th Day of July, 2022.

FPBID Board President

Attest:

Management Report

Five Points Business Improvement District
For the period ended April 30, 2022

For management use only

Five Points Business Improvement District
Balance Sheet
 April 2022

	Beginning Balance January 1, 2022	YTD Changes	Ending Balance April 30, 2022
ASSETS			
Current Assets			
Bank Accounts			
USbank Checking	\$ 243,119	\$ 90,300	\$ 333,419
Total Bank Accounts	243,119	90,300	333,419
Other Current Assets			
Accounts Receivable	947	-	947
Prepaid /Deposits	-	-	-
Total Other Current Assets	947	-	947
Total Current Assets	244,066	90,300	334,366
TOTAL ASSETS	\$ 244,066	\$ 90,300	\$ 334,366
LIABILITIES AND EQUITY			
Total Liabilities	\$ 7,970	\$ (7,970)	\$ -
<i>Equity / Fund Balance</i>			
Beginning Fund Balance	236,095	-	236,095
Net Operating Income (Loss)	-	98,271	98,271
Total Equity / Fund Balance	236,095	98,271	334,366
TOTAL LIABILITIES AND EQUITY	\$ 244,065	\$ 90,300	\$ 334,366

Five Points Business Improvement District
Budget vs Actual - By Program/Activity
April 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources					
Mill Levy Income-FPBID	160,565	175,000	(14,435)	245,842	(85,277)
Donations	-	-	-	18,000	(18,000)
Other	9,999	-	9,999	-	9,999
Total Income and Other Sources of Funds	170,564	175,000	(4,436)	263,842	(93,278)
Total Available Resources	\$ 406,659	\$ 339,470	\$ 67,189	\$ 428,312	\$ (21,653)
Expenditures					
Maintenance	42,638	47,185	4,547	119,056	76,418
Marketing/Branding	17,092	34,121	17,030	102,364	85,272
Administrative	10,808	11,977	1,169	28,730	17,922
Contingency Funds	-	2,500	2,500	7,500	7,500
Total Ongoing Expenditures	70,538	95,783	25,245	257,650	187,112
Capital Purchases	1,755	33,333	31,578	100,000	98,245
Small Business Relief Grants	-	-	-	-	-
Total Expenditures	\$ 72,293	\$ 129,117	\$ 56,824	\$ 357,650	\$ 285,357
Ending Fund Balance	\$ 334,366	\$ 210,353	\$ 124,012	\$ 70,662	\$ 263,704

Five Points Business Improvement District
Budget vs Actual - By Account
April 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources of Funds					
Mill Levy Income-FPBID	160,565	175,000	(14,435)	245,842	(85,277)
Donations	-	-	-	18,000	(18,000)
Other Revenue	9,999	-	9,999		9,999
Total Income and Sources of Funds	170,564	175,000	(4,436)	263,842	(103,277)
Total Available Resources	\$ 406,659	\$ 339,470	\$ 67,189	\$ 428,312	\$ (31,652)
Expenditures					
<i>Maintenance</i>					
General Maintenance Contract	15,644	20,911	5,268	62,733	47,090
Other Maintenance	4,821	3,167	(1,654)	9,500	4,679
Plaza Maintenance	2,850	4,441	1,591	13,323	10,473
Snow Removal	15,759	12,500	(3,259)	15,000	(759)
Utilities & Water	1,360	1,333	(27)	4,000	2,640
Irrigation Repairs	-	500	500	1,500	1,500
Tree & Landscape Maintenance	2,205	4,333	2,128	13,000	10,795
Total Maintenance	42,638	47,185	4,547	119,056	76,418
<i>Marketing/Branding</i>					
Banners	-	1,167	1,167	3,500	3,500
Events/Activation					
Grants	-	5,621	5,621	16,864	16,864
FP History Stroll	-	333	333	1,000	1,000
ASG Activations	-	-	-	-	-
Trick or Treat	-	333	333	1,000	1,000
Holiday Stroll 2022	-	3,333	3,333	10,000	10,000
Summer Activation	-	-	-	-	-
Holiday Lighting	-	5,000	5,000	15,000	15,000
Marketing Administration	16,802	16,667	(135)	50,000	33,198
Marketing Programs	290	1,667	1,377	5,000	4,710
Total Marketing/Branding	17,092	34,121	17,030	102,364	85,272
<i>Administrative</i>					
General Administration	7,333	7,333	0	22,000	14,667
Bank Charges & Fees	-	43	43	130	130
Dues & Memberships	673	600	(73)	600	(73)
Insurance	2,802	3,000	198	3,000	198
Legal Fees	-	1,000	1,000	3,000	3,000
Total Administrative	10,808	11,977	1,169	28,730	17,922
<i>Contingency Funds</i>					
Total Ongoing Expenditures	70,538	95,783	25,245	257,650	187,112
<i>Capital Expenditures and Reserve Spending</i>					
Capital Purchases	1,755	33,333	31,578	100,000	98,245
Total Capital Expenditures and Reserve	1,755	33,333	31,578	100,000	98,245
Total Expenditures	\$ 72,293	\$ 129,117	\$ 56,824	\$ 357,650	\$ 285,357
Net Income	\$ 98,271	\$ 45,883	\$ 52,387	\$ (93,808)	\$ 192,079
Ending Fund Balance	\$ 334,366	\$ 210,353	\$ 124,012	\$ 70,662	\$ 263,704

Five Points Business Improvement District
Expenditures by Vendor Summary
April 2022

	April 2022	YTD 2022
Colorado Barricade	-	2,610
Colorado Lighting Inc	2,964	2,964
Colorado Special Districts Property and Liability**	-	2,802
Consolidated Services Group 2, LLC	922	32,427
Constant Contact	-	135
Denver Permits Online	-	50
Denver Water	148	441
Diversified Underground Inc	-	340
Downtown Denver Partnership Inc	6,000	24,000
Savatree	-	2,205
Sin Jac Electrict	878	2,727
Special District Association	673	673
XCEL ENERGY	223	919
Total Expenditures by Vendor	\$ 11,807	\$ 72,293

Five Points Business Improvement District
Statement of Cash Flows
April 2022

April 2022

OPERATING ACTIVITIES

Net Income	\$	98,271
Adjustments to reconcile Net Income to Net Cash provided by operations		
Accounts Receivable		-
Prepaid / Deposits		-
Accounts Payable		(7,970)
Total Adjustments to reconcile Net Income to Net Cash provided by operations:		(7,970)
Net cash provided by operating activities	\$	90,300
NET CASH INCREASE (DECREASE) FOR PERIOD	\$	90,300
Cash at beginning of period		243,119
CASH AT END OF PERIOD	\$	333,419

Management Report

Five Points Business Improvement District
For the period ended May 31, 2022

For management use only

Five Points Business Improvement District
Balance Sheet
 May 2022

	Beginning Balance January 1, 2022	YTD Changes	Ending Balance May 31, 2022
ASSETS			
Current Assets			
Bank Accounts			
USbank Checking	\$ 243,119	\$ 162,973	\$ 406,092
Total Bank Accounts	243,119	162,973	406,092
Other Current Assets			
Accounts Receivable	947	-	947
Prepaid /Deposits	-	-	-
Total Other Current Assets	947	-	947
Total Current Assets	244,066	162,973	407,039
TOTAL ASSETS	\$ 244,066	\$ 162,973	\$ 407,039
LIABILITIES AND EQUITY			
Total Liabilities	\$ 7,971	\$ (1,971)	\$ 6,000
<i>Equity / Fund Balance</i>			
Beginning Fund Balance	236,095	-	236,095
Net Operating Income (Loss)	-	164,944	164,944
Total Equity / Fund Balance	236,095	164,944	401,039
TOTAL LIABILITIES AND EQUITY	\$ 244,066	\$ 162,973	\$ 407,039

Five Points Business Improvement District
Budget vs Actual - By Program/Activity
May 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources					
Mill Levy Income-FPBID	234,951	175,000	59,951	245,842	(10,891)
Donations	-	-	-	18,000	(18,000)
Other	9,999	-	9,999	-	9,999
Total Income and Other Sources of Funds	244,950	175,000	69,950	263,842	(18,892)
Total Available Resources	\$ 481,045	\$ 339,470	\$ 141,575	\$ 428,312	\$ 52,733
Expenditures					
Maintenance	43,964	55,857	11,892	119,056	75,092
Marketing/Branding	21,621	42,652	21,030	102,364	80,743
Administrative	12,665	14,071	1,406	28,730	16,065
Contingency Funds	-	3,750	3,750	7,500	7,500
Total Ongoing Expenditures	78,251	116,329	38,078	257,650	179,399
Capital Purchases	1,755	41,667	39,912	100,000	98,245
Small Business Relief Grants	-	-	-	-	-
Total Expenditures	\$ 80,006	\$ 157,996	\$ 77,990	\$ 357,650	\$ 277,644
Ending Fund Balance	\$ 401,039	\$ 181,474	\$ 219,565	\$ 70,662	\$ 330,377

Five Points Business Improvement District
Budget vs Actual - By Account
May 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources of Funds					
Mill Levy Income-FPBID	234,951	175,000	59,951	245,842	(10,891)
Donations	-	-	-	18,000	(18,000)
Other Revenue	9,999	-	9,999		9,999
Total Income and Sources of Funds	244,950	175,000	69,950	263,842	(28,891)
Total Available Resources	\$ 481,045	\$ 339,470	\$ 141,575	\$ 428,312	\$ 42,734
Expenditures					
<i>Maintenance</i>					
General Maintenance Contract	15,644	26,139	10,495	62,733	47,090
Other Maintenance	5,481	3,958	(1,522)	9,500	4,019
Plaza Maintenance	2,850	5,551	2,701	13,323	10,473
Snow Removal	15,896	12,500	(3,396)	15,000	(896)
Utilities & Water	1,440	1,667	227	4,000	2,560
Irrigation Repairs	450	625	175	1,500	1,050
Tree & Landscape Maintenance	2,205	5,417	3,212	13,000	10,795
Total Maintenance	43,964	55,857	11,892	119,056	75,092
<i>Marketing/Branding</i>					
Banners	-	1,458	1,458	3,500	3,500
Events/Activation					
Grants	-	7,027	7,027	16,864	16,864
FP History Stroll	-	417	417	1,000	1,000
ASG Activations	-	-	-	-	-
Trick or Treat	-	417	417	1,000	1,000
Holiday Stroll 2022	-	4,167	4,167	10,000	10,000
Summer Activation	-	-	-	-	-
Holiday Lighting	-	6,250	6,250	15,000	15,000
Marketing Administration	21,331	20,833	(498)	50,000	28,669
Marketing Programs	290	2,083	1,793	5,000	4,710
Total Marketing/Branding	21,621	42,652	21,030	102,364	80,743
<i>Administrative</i>					
General Administration	9,167	9,167	0	22,000	12,833
Bank Charges & Fees	24	54	30	130	106
Dues & Memberships	673	600	(73)	600	(73)
Insurance	2,802	3,000	198	3,000	198
Legal Fees	-	1,250	1,250	3,000	3,000
Total Administrative	12,665	14,071	1,406	28,730	16,065
<i>Contingency Funds</i>					
Total Ongoing Expenditures	78,251	116,329	38,078	257,650	179,399
<i>Capital Expenditures and Reserve Spending</i>					
Capital Purchases	1,755	41,667	39,912	100,000	98,245
Total Capital Expenditures and Reserve	1,755	41,667	39,912	100,000	98,245
Total Expenditures	\$ 80,006	\$ 157,996	\$ 77,990	\$ 357,650	\$ 277,644
Net Income	\$ 164,944	\$ 17,004	\$ 147,940	\$ (93,808)	\$ 258,752
Ending Fund Balance	\$ 401,039	\$ 181,474	\$ 219,565	\$ 70,662	\$ 330,377

Five Points Business Improvement District
Expenditures by Vendor Summary
 May 2022

	April 2022	May 2022	YTD 2022
Colorado Barricade	-	-	2,610
Colorado Lighting Inc	2,964	-	2,964
Colorado Special Districts Property and Liability**	-	-	2,802
Consolidated Services Group 2, LLC	922	1,247	33,674
Constant Contact	-	90	225
Denver Permits Online	-	-	50
Denver Water	148	23	464
Diversified Underground Inc	-	-	340
Downtown Denver Partnership Inc	6,000	6,000	30,000
My City Bikes	-	273	273
Savatree	-	-	2,205
Sin Jac Electrict	878	-	2,727
Special District Association	673	-	673
US Bank	-	24	24
XCEL ENERGY	223	57	975
Total Expenditures by Vendor	\$ 11,807	\$ 7,713	\$ 80,006

Five Points Business Improvement District
Statement of Cash Flows
May 2022

	May 2022
OPERATING ACTIVITIES	
Net Income	\$ 164,944
Adjustments to reconcile Net Income to Net Cash provided by operations	
Accounts Receivable	-
Prepaid / Deposits	-
Accounts Payable	(1,971)
<hr/>	
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	(1,971)
<hr/>	
Net cash provided by operating activities	\$ 162,973
<hr/>	
NET CASH INCREASE (DECREASE) FOR PERIOD	\$ 162,973
Cash at beginning of period	243,119
<hr/>	
CASH AT END OF PERIOD	\$ 406,092
<hr/> <hr/>	

Exhibit A Scope of Work

Service Category	Description and Expectations
Social Media, Electronic Outreach and Database Management	<ul style="list-style-type: none"> • Email outreach includes: Monthly newsletter, committee and Board meeting announcements, and area event, construction and small business assistance opportunity announcements as needed. • Curate content for regular postings on social channels and management of those accounts to keep them active and subscribers engaged,. • . • Develop and implement social media paid advertising strategy around events or activities within the BID. • Maintain a social media dashboard of online activity, and changes in number of followers and levels of engagement or impressions to report to FPBID Board monthly.
Website Design and Management	<ul style="list-style-type: none"> • Quarterly review for outdated events, links, updates to online walking tour and business listings • Regular monthly updates to meetings and committees' pages •
Graphic Design	<ul style="list-style-type: none"> • Digital Monthly newsletter • 1 – 2 new outdoor banner designs a year • Collateral material design for FPBID events and programs • Development of FPBID branded educational and informational signage as needed • FPBID Annual Report infographic and BID informational package targeted at business and property owners on Welton
Public Relations and Community Outreach	<ul style="list-style-type: none"> • Field media calls and inquiries and forward to appropriate FPBID contact, as promptly as possible. • Develop cooperative relationships with property and businesses owners to have an active read of the district • Attend events in the corridor, capture activities with photographs • Collaboration with neighboring Registered Neighborhood Organizations and community organizations to help activate underutilized public spaces • Walk corridor on a monthly basis to visit with businesses and maintain visibility of the BID marketing activities • Manage FPBID information email account. • Assist DDP and FPBID Board in coordinating FPBID Board Annual Planning Workshop
General Project Management	<ul style="list-style-type: none"> • Facilitate monthly FPBID Business Community Advisory Group including preparation and distribution of meeting agenda and meeting minutes of action items and decisions. • • • Coordinate with Administrative Contractor to implement projects and oversee outside contractors related to marketing and communication efforts. • Coordination of current FPBID activations:

- | | |
|--|---|
| | <ul style="list-style-type: none">● Black History Month activation● Five Points BID Restaurant Week● Neighborhood Easter Activation● Halloween Family Trick or Treat● Five Points Holiday Stroll● Special events outside of FPBID management but involvement with planning team is expected<ul style="list-style-type: none">● Five Points Jazz Festival● Juneteenth Music Festival● Organizational goal to hold 12 events/activations a year on Welton Corridor |
|--|---|