



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
January 11th, 2023
MINUTES

Meeting Held: Wednesday, January 11th, 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:

John Pirkopf
Paul Books
Haroun Cowans

Excused Absence: Maedella Stiger
Nathan Beal

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

The meeting was called to order by Board Member Haroun Cowans at 10:03 AM. Mr. Cowans led the meeting in the absence of the Board Chair or Co-Vice Chairs.

Mr. Books motioned to excuse the absences of Ms. Maedella Stiger and Mr. Nathan Beal. Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

Administrative Items

A. Board Resignations.

Mr. Martinez explained that there are two open board seats due to the resignations of Mr. Ryan Cobbins and Ms. LaSheita Sayer. He then explained that only qualified electors are eligible to serve on the Board. In the case of the Five Points BID, both business and commercial property owners are considered eligible electors.

Mr. Martinez then presented the proposed new officers, including Mr. Cowans as Chair, Mr. Books and Ms. Stiger as Co-Vice Chairs and Mr. Beal as Treasurer. Mr. Pirkopf will also continue to serve as a Board Member. Mr. Books added that three additional Board Members will complete their second of three possible terms at the end of June as well. Those Board Members will be asked to confirm their interest in continuing to serve on the Board later this year. Board members are to be appointed by the Mayor and approved

by City Council. Mr. Pirkopf moved to accept the proposed slate of Board Officers Mr. Books seconded. Vote: unanimous in favor, motion passed.

B. Disclosure of Potential Conflicts of Interest

There were no disclosed conflicts of interest.

C. Board Meeting Minutes – October 12th and November 9th, 2022

Mr. Martinez reminded the board that there was no board meeting in December 2022.

Mr. Pirkopf moved to approve the October 12th and November 9th board meeting minutes. Mr. Cowans seconded. Vote: unanimous in favor, motion passed.

D. Treasurers Report.

Mr. Martinez presented the September, October, and November 2022 Financial Report to the Board, and briefly broke down each month. There was a reconciliation error in the September financial report that was accepted in November. Mr. Martinez presented the revised September report with a total expenditures in the amount of \$18,669 and final cash balance of \$416,728. The total of expenditures for the month of October was \$22,437 with an end balance of \$399,209. The total of expenditures for the month of November was \$34,515 with an end balance of \$355,068. Mr. Cowans called for a motion to accept the Treasurer's Report. Mr. Pirkopf moved to approve the September, October, and November 2022 Treasurer's Report, Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

Ratification of Email Votes

Mr. Martinez explained that a number of electronic votes were held last month in order to conduct business after the cancelled December regular Board Meeting. that were sent out due to the cancellation of the December 2022 FPBID meeting. The votes that were held included:

A. Vote to Certify Final Mill Levy Revenue

Officially set the Mill Levy rate at 10 mills and confirms a revenue of \$264,943 based on current district valuation. Vote Passed 4 - 0 in Favor.

B. Vote to hold next FPBID Meeting January 11th, 2023

The full slate of 2023 meeting dates would have been held in December. In order to hold the January meeting the Board needed to set a date and approve the date. The remaining 2023 meeting dates will be voted on at the January meeting. Vote Passed 4 - 0 in Favor.

C. Vote to Renew Administration and MarCom Agreements with DDP

Renews the admin and MarCom services agreements with the DDP through the end of 2023. Includes a 30-day to close out contract once new contractors are hired. Vote Passed 3 - 0 in Favor.

D. Vote to Accept DDP's Recommendation to Subcontract with ZoZo Group for MarCom
Allows DDP to hire ZoZo Group as the subcontractor to provide MarCom services to the FPBID on a temporary basis until a permanent contractor can be brought hired. Vote Passed 3 - 0 in Favor.

After the brief explanation of each of the votes, Mr. Books moved to ratify the email votes, and Mr. Pirkopf seconded the motion. Vote unanimous in favor, motion passed.

New Business

A. Set 2023 Meeting Dates and Posting Locations

Mr. Martinez explained that Board Meeting notices are posted through the BID's constant contact email account, its Facebook public site and closed group, posting on the BID's website, and physical postings in front of Coffee at the Point. Mr. Martinez then shared the list of dates for the 2nd Wednesday of every month, the current meeting cadence.

Mr. Books noted that the Board stay open to changing if feedback warrants at the upcoming stakeholder meeting that will be discussed later. Mr. Pirkopf agreed and also suggested offering variable meeting times to accommodate those that can't always make daytime meetings.

Mr. Pirkopf motioned to accept the proposed dates. Mr. Books seconded. Vote: unanimous in favor, motion passed.

B. Viva Streets Denver

Mr. Martinez introduced Andrew Iltis, Vice President of Planning and Community Impact with the Downtown Denver Partnership. Mr. Iltis presented statistics concerning pedestrian and bicycle traffic, and how the pandemic impacted those numbers. He went on to describe Ciclovía, an idea popularized in Columbia and Mexico, where streets are closed to auto traffic in order to promote pedestrian and bicycle traffic on specific days of the year. He presented this as an opportunity to promote and benefit local businesses. He then introduced ¡Viva! Streets Denver, a free and open to the public event that he estimated could attract 100,000 participants. The proposed route of the event would connect and engage local ground-floor businesses, and educate on history, culture, and urbanism. He then went on to discuss specifics of the recurring event, including the route from Broadway and Alameda to Welton and Downing, a 3.5-mile corridor. He also discussed possible dates, ranging from May to August. Mr. Cowans thanked Mr. Iltis for his presentation, and Mr. Books suggests that it also be presented to the Marketing Committee.

C. Stakeholder Meeting and Property Survey Discussion to Prioritize

Mr. Cowans discussed feedback he has received from stakeholders noting the need for an open meeting to discuss priorities especially with the closing of several storefronts in the recent weeks and months.

Because of this rapid changing environment, Mr. Cowans noted that the BID Board needs to hear from the area businesses and property owners as to how priorities in business recruitment, neighborhood beautification, corridor marketing and activation, and security have shifted and determine how to best adjust the 2023 work plan to most efficiently and effectively meet constituents' concerns.

Mr. Books noted other ongoing issues the BID also needs to address with its limited resources. Mr. Cowans informed the audience that a meeting date and location is being worked out now and that the goal is to have a stakeholder input meeting before March. The FPBID will be sending out more information as the plans develop.

Old Business

A. Renewal of Maintenance Agreement with CSG

Mr. Martinez explained that this will be the 2nd of 4 possible contract years in the annual amount of \$68,270. Mr. Cowans called for a motion to approve the contract renewal. Mr. Pirkopf motions to approve the contract renewal. Mr. Books seconded. Motion for renewal passed.

B. Updates: Entry Signage, Xcel Banners, Historical Markers

Mr. Martinez reported that his team and the designers of the entry sign (Desibl) have been working with the City's permitting office to meet requirements to place the entry sign at the Northeast corner of the intersection at 20th and Welton Street, the entry point to the Five Points BID Corridor. Desibl is working on updating specs and plans to submit to the permitting office for official review.

Mr. Martinez noted that the Xcel and the City have given preliminary approval to place banners on the 77 Xcel streetlight poles in the BID. While an initial mockup has been done, ZoZo Group will need to size and make actual docs for printing. They will also need to get pricing so that they can confirm they are still within budget and then move forward to order all hardware and banners and have CSG install.

Lastly, he reported that he will be connecting ZoZo Group with the original designer of the graphics of the historical markers and self-guided walking tour plaques so that the BID can have access to these files and reprint and replace as necessary since the BID has agreed to manage their upkeep.

MarCom Update

A. ZoZo Group Introduction and Role

Ms. Sayer explained some immediate priorities of the group, including a new website, local media, and email logins and updates. She then discussed the upcoming activations and their importance in supporting local businesses and cultural preservation.

She then presented a few upcoming planned activations, including the Black Jazz History Experience, 2/18 and 2/25 during Black History Month, though a name change of this event is pending.

She then presented survey results, which indicated that the community is demanding things like live music, poetry slams, and community events like a scavenger hunt during Black History month. She also presented a proposed plan to provide for an outdoor speaker system, and requested BID funds.

Public Comments

In response to a question regarding security on the Welton corridor, Mr. Cowans explained that security issues will be discussed at the upcoming community outreach meeting.

There were no further public comments.

With no further business, Mr. Cowans called for a motion to adjourn. Mr. Pirkopf made a motion to adjourn. Mr. Books seconded the motion. Vote: Unanimous in favor. Motion passed.

The meeting adjourned at 11:21AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 8th Day of February 2023.

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FPBID Board Chair
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