

FIVE POINTS

BUSINESS IMPROVEMENT DISTRICT

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BOARD OF DIRECTORS REGULAR MEETING
March 9, 2022
MINUTES

Meeting Held: Wednesday, March 9, 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 (Departed early, excused)
Nathan Beal, Treasurer
John Pirkopf
Haroun Cowans
Paul Books

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 10:01 AM.

Approval of Board Minutes – January 12, 2022 and February 9, 2022

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

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

Treasurer's Report – January 2022

Mr. Beal presented the January 2022 Financial Report to the Board. A total of \$16,102 in expenditures was made in the month of January, which were then listed individually. The final account cash balance at the end of the month totaled \$240,268.00 Mr. Books made a motion to accept the January 2022 Treasurer's Report. Mr. Cowans seconded the motion. Vote: unanimous in favor, motion passed.

District Maintenance & Administrative Update

A. Soul Street on Clarkson Update

Mr. Martinez reported that the team is working toward a March opening date for Soul Street on Clarkson, but it is dependent on arrival of furniture and other amenities. Mr. Martinez noted that there will likely be a community volunteer day to help assemble the various furniture and amenity pieces that will be used at the site.

Old Business

A. 2022 – 2023 Capital Planning & Retreat Task Force

Mr. Cobbins suggested a time frame of April or May for a planning retreat, to focus on the direction of the Five Points neighborhood. He expressed concern for the closing of Welton Street Café and wanted to figure out a way to support other businesses on Welton street. Mrs. Sayer asked about the tools the BID has at their disposal to support businesses. Date for retreat TBD via doodle poll.

B. SavATree Tree Health Estimate

Mr. Martinez presented the proposed calendar of services for the 2022 tree health care season as proposed by the FPBID's contractor, SavATree. The total for services is \$8,316. Services include multiple pest and fertilization treatments. Because most of the trees were planted this past Fall, pruning will be done on an as needed basis.

C. CCD IGA – The Point Pedestrian Plaza

Mr. Cobbins explained the plaza will be in the area between the Coffee on the Point patio and Rosenberg's Deli on 26th Ave. Mr. Martinez reminded the board that the Agreement allows the BID to take ownership of amenities for \$10 with a commitment to maintain and clean the amenities. Mr. Martinez commented that, as requested by the Board, the BID's legal counsel has provided feed back to the City Attorney's Office and the comments and questions have all been addressed to satisfaction. Mr. Books moved to accept the IGA, Mr. Pirkopf seconded the motion. Vote: 5 in favor, 1 against. Ms. Stiger left the meeting prior to this vote. Motion passed

New Business

A. Ratification of Email Vote for Cleo Robinson Event

Mr. Martinez reviewed the proposed event by 5PMG to hold a FPBID benefit event at at Cleo Parker Robinson Dance. Proposed budget for the event was \$4,500 from the Events and Activations line item. Vote was done via email: 7 opposed, 0 in favor. Motion failed. Mr Pirkoph moved to ratify the email vote result. Mr. Beal seconded the motion. Vote: unanimous in favor, email vote ratified.

B. Ratification of Email Vote for Historical Monuments Budget Adjustments

Mr. Martinez reviewed the nature of the request presented to Board Members regarding repairs to the historical monuments at the Five Point Intersection Plaza and at Cousins Plaza. BrandID Graphics provided a quote of \$12,728. The approved 2022 budget allotted \$10,000 and approval therefore required a Board vote to move forward. The vote considered three options:

1. Accept the \$12,728 proposal from BrandID Graphics
2. Seek out at least 2 additional quotes
3. Deny request and take no action.

Vote: 6 in favor of option 1; 1 no vote. Option 1 passes.

Mr. Cowan moved to ratify the email vote. Mr. Beal seconded the motion. Vote: unanimous in favor, email vote ratified.

C. Entertainment District Opportunity Response to Councilwoman CdeBaca

Mr. Martinez reminded the Board of a discussion held with Councilwoman CdeBaca regarding the possible formation of an Entertainment District and a subsequent Common Consumption Area. The Councilwoman brought the opportunity to Board Members because, in discussions with City staff, it was determined that the FPBID is the most appropriate organization to apply for the designations.

The goal is to offer a common consumption area primarily for Jazz Fest and Juneteenth to allow businesses along Welton to be more involved in the events. After doing more research the Board Members determined that the BID would be hard pressed to achieve the district designations in time for the 2022 events with current funding and staff resources. To be better informed, the Board opted to get more input from stakeholders and allow for more time to go through the process in the future.

Mr. Martinez informed the Board that while they had made the decision to not move forward at this time, they had not conveyed that information to the Councilwoman. Mr. Martinez had provided a draft letter for the Board's review and comments as part of the Meeting Packet. Mr. Cobbins mentioned that some of the decision was based on the effort to also establish a common consumption area in the Soul Street on Clarkson venue in the future. Mr. Cobbins offered to reach out on behalf of the Board to Councilwoman CdeBaca's office.

MarCom Update

Ms. Frazier gave an update on the monument signs by the Blair Caldwell, saying the graphics will be available in ten (10) business days for approval. If approved, they will be printed in two (2) weeks. She expects them to be ready by the end of April.

Ms. Frazier reported that they are in the early stages of planning for an Easter activation along Welton and is asking for approval of the budget presented last month as part of a bigger package of activations for the year. Ms. Sayer raised a concern about a vote being taken on an activation one month away and also asked if this was over the Events and Activations budget. Ms. Frazier confirmed that this was one of the events that had been proposed when asked for additional activations for 2022 above those that had already been budgeted for last Fall. Mr. Martinez noted the proposed event budget that was submitted last month was \$4,000.

There was discussion as to whether or not an easter egg hunt event for kids has a true benefit to the businesses along the Welton corridor. The discussion moved on to how an easter egg hunt could be re-imagined into something beneficial to the businesses. Based on what was presented at this time, Board members did not feel comfortable voting on an Easter activation and asked the 5PMG team to provide better detail as to how this family friendly event will encourage spending in businesses that day as well as encourage return business among attendees.

Ms. Frazier noted that she and her team have proposed an activation schedule that scales back in May and June because of the upcoming Jazz Fest and Juneteenth events. 5PMG co-founder,

Chuck Jones, is serving on the Jazz Fest Planning Committee and expects to come to the April Board Meeting with some specific programs aimed at promoting FPBID businesses at the event.

Ms. Frazier mentioned the gateway signs and billboards will be discussed at the marketing subcommittee meeting on March 31st. the historical monument prints will be ready for approval by that time as well.

The Xcel banners permit request has been sent to the City and County of Denver. Xcel will then inspect the light poles and determine banner size based on current banner hardware.

District Maintenance and Administrative Update

Mr. Martinez gave an update on the Soul Street on Clarkson project. He gave a brief timeline of events leading up to the Grand Opening in May. There will be a cleaning of the area and mural touch ups the week of April 18th, a community volunteer set-up on April 23rd, and a soft opening on April 30th. He is expecting the Grand Opening to coincide with the opening of The Point Pedestrian Plaza in late May.

Mr. Martinez noted that the City is looking to hold some sort of ribbon cutting for the two public areas but also pointed out it would likely be something basic with a few dignitaries making speeches. If the Board would like to hold more of a full-fledged event around the openings with cultural groups and performances, The BID should prepare to provide funding to provide an enhanced event. When questioned what level of funding that might take, Mr. Martinez responded that he has done no pricing at all to this point but speculated that costs could run as high as \$5,000 depending on how elaborate they would like to go.

Mr. Cowans inquired about the origins behind the name Soul Street on Clarkson. Mr. Martinez explained it was discussed by the planning team for multiple meetings. Mr. Cobbins also noted that the planning team took the proposed name to a number of neighborhood stakeholders that had been involved early on with the process for input.

Concerning the Gateway Elements, Mr. Martinez explained that he is expecting to hold a site visit with Desibl Studio and the city permitting office of the proposed locations to identify any conflicts with current infrastructure and overall feasibility of the sites.

Mr. Martinez then went on to discuss the Safety Workshop, mentioning that the BID falls within two DPD districts, District 2 and District 6. Because of personnel changes in District 6, specifically a new Commander, the workshop will be moved to late April or early May

Public Comments

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

K. Pryor: just wanted to let the BID know that the Sonny Lawson Park Stewards are working w Parks and Rec to do an Arbor Day event and plant new trees in Cousin's Plaza and the tree Lawn on Welton at the Park. it will be April 30th 9 AM till Noon. We are happy to include the BID as they see fit.

J. Paris: What is being done to preserve blacc [sic] businesses and blacc [sic] historical integrity on Welton Street?

Mr. Cobbins mentioned that businesses will not immediately return to pre-pandemic levels simply because the mask mandate was lifted, not all black-owned businesses received CARE funds, and even then, it wasn't enough to keep everyone afloat. The best solution is patronage.

First Friday Jazz on the Plaza will begin at Cousins Plaza April 1st 5:30 – 7:00pm

With no further business, Mr. Pirkopf moved to adjourn. Ms. Sayer seconded the motion. The meeting adjourned at 11:13AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 11th Day of April, 2022.

FPBID Board President

Attest:
