



BOARD OF DIRECTORS MEETING

November 9, 2022

By Zoom Webinar

AGENDA

Mission Statement: The Five Points Business Improvement District unites businesses and commercial property owners by maintaining the business corridor and catalyzing inclusive economic development and cultural preservation.

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 – October 12, 2022	Board
		C. Treasurer’s Report – September, 2022	N. Beal
10:20 AM	IV.	Panning Retreat Review	M. Cipollone
		A. Organizational Values Discussion	
		B. Next Steps	
10:40 AM	V.	New Business	A. Iltis
		A. Denver Ciclovía	
10:50 AM	VI.	Old Business	
		A. Wakanda on Welton Update	L. Sayer
		B. Contractor(s) Search Discussion	V. Martinez
11:10 AM	VII.	MarCom Update	K. Frazier
11:15 AM	VIII.	Admin and Maintenance Update	V. Martinez
11:20 AM	IX.	Public Comment	
11:30 PM	X.	Adjourn	



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
October 12, 2022
MINUTES

Meeting Held: Wednesday, October 12, 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
LaSheita Sayer
John Pirkopf
Nathan Beal
Maedella Stiger
Paul Books
Haroun Cowans

BID Staff: Beth Moyski, Downtown Denver Partnership
Vincent Martinez, Downtown Denver Partnership
Kalisha Frazier, Five Points Marketing Group
Chuck Jones, Five Points Marketing Group

The meeting was called to order by Board President Ryan Cobbins, at 10:02 AM.

Ms. Sayer disclosed she will not be voting on an agenda item later in the meeting regarding

Approval of Board Minutes – August 10, 2022 and September 14, 2022

Approval of the August Meeting Minutes had been tabled to today's meeting. No discussion of the August Meeting Minutes was requested Ms. Stiger moved to approve the August 10th minutes. Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

No discussion of the September Meeting Minutes was requested. Ms. Stiger moved to approve the September 14th minutes. Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

Treasurer's Report – August, 2022

Mr. Beal presented the August 2022 Financial Report to the Board. A total of \$18,612 in expenditures was made in the month of July, which were then listed individually. The final account cash balance at the end of the month of July totaled \$443,762. Mr. Cobbins called for a motion to accept the August 2022 Treasurer's Report. Mr. Pirkopf moved to approve the treasurers report. Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

Ratification of Email Votes

- A. Resolution 2022-03 Rescheduling the 2022 FPBID Budget Amendment Public Hearing to October 12, 2022. Vote tallied by email, 5 – 0 in favor. Ms. Sayer moved to ratify the email vote. Mr. Beal seconded. Vote: unanimous in favor, motion passed.
- B. Resolution 2022-04 Rescheduling 2023 Budget Amendment Public Hearing
Vote tallied by email, 5- 0 in favor. Ms. Sayer moved to ratify the email vote. Mr. Beal seconded. Vote: unanimous in favor, motion passed.
- C. Vote to Transfer Marketing and Execution of Wakanda on Welton Event from 5PMG to ZoZo Group.

Mr. Cobbins explained that funding for the Wakanda on Welton event is partially through a Neighborhood Action Grant that Melody Market received from the City of Denver. The FPBID is also contributing funding to cover additional maintenance needs, overnight security for the Wakandan Market and collateral print needs (banners, ads, etc...). The vision for the event and grant application was developed by Ms. Sayer and submitted by Melody Market.

As efforts began to execute the event, it became apparent that because Ms. Sayer created the vision for the event and is the recipient of the grant funding it made sense to transfer responsibility for marketing services from 5PMG over to ZoZo group. The Board was asked to approve this change to the event execution plan. The vote on the question was held by email; Ms. Sayer recused herself from the vote. Vote: 4 – 0 in favor of letting ZoZo Group lead marketing efforts for the Wakanda on Welton event.

Ms. Stiger then noted her concerns that this constituted a conflict of interest to allow a sitting Board Member to take on the marketing duties for the event when the BID already has a contractor for marketing services. Mr. Cobbins noted that because Ms. Sayer did not vote on the issue and will not be voting on the ratification of the vote, she is clear from a conflict. He also explained the role that ZoZo will play in the vision and execution of the event.

With no further discussion, Mr. Books moved to ratify the email vote transferring marketing responsibilities of the Wakanda on Welton event from 5PMG to ZoZo Group. Mr. Beal seconded the motion. Vote: 4 – 1 in favor, motion passed.

Mr. Martinez noted that in past board meetings the idea of rereleasing an RFP for Marcom services that better reflects the scope of work as it has evolved. He explained that before staff proceed, he would like to get formal direction from the Board and opened the opportunity for discussion. Mr. Books suggested delaying such a discussion until the budget is passed, and suggested it be tabled until next month. Ms. Sayer noted that there may not be enough time if that is put off until next month, as the new potential contract would go into effect January 1, 2023. There was then discussion about how the BID will be managed moving forward, i.e. Executive Director or another type of paid administrative position. Mr. Martinez explained the scope of work concerning a MarCom

position vs. a director position. Mr. Cobbins called for a motion to start the process to develop scopes of work for a new RFP process that considers the MarCom contractor and Administrator/Director roles. Mr. Books made the motion, Ms. Sayer seconded. Vote: Unanimous in favor, motion passed.

Planning Retreat Review

A. Organizational Values Discussion.

Ms. Cipollone presented the approved mission statement and explained that progress and improvements will be presented at the November board meeting. She went on to explain the core values of the BID, and there was discussion among the board about how the core values could be applied and made more actionable. Ms. Sayer accentuated the importance of cultural preservation. Ms. Cipollone discussed further the importance of allocating funds for a director and MarCom team, and how the mission should inform that decision. She then presented an exercise about how the board can claim success, and what moments of those successes stand out. Mr. Pirkopf lauded the success of the Holiday Stroll and the benefits it presented to the community. Ms. Sayer described an inspiring phone call she had with a member of another BID that requested advice on how they can emulate the success of the Five Points BID. Mr. Books explained success in the improvements on the maintenance side, citing new trees and pedestrian lights. Ms. Cipollone started a discussion about how to define values and which ones were the most important. There were some public comments about the perceived lack of security in the district.

B. Next steps

Ms. Cipollone explained the importance of choosing 3-5 core values that would benefit the BID and encouraged the board members to discuss them. The results will be discussed at the November board meeting.

2022-2023 Budget

A. Overview of the 2022-2023 Budget

Mr. Martinez presented the preliminary budget that has been presented to the city and explained some of the annual and ongoing line items versus the one-time line items. He then opened up to discussion by the board. Ms. Sayer explained some concerns she had with the 2022 budget and some questions about the 2023 budget. She also made some suggestions about activation budgetary items.

B. Public Hearing on Budget Amendments and 2023 Operating Budget

Mr. Cobbins called for a motion to open for public comments. Mr. Books seconded. Motion passed. A Concerned Citizen asked about a cash balance disparity, and about a security line item. Mr. Cobbins addressed these issues, and Mr. Books provided additional information. There were no further public comments. Mr. Cobbins called for a motion to close public comments. Mr. Pirkopf made a motion. Mr. Beal seconded. Motion to close public comments passed.

- C. Mr. Cobbins called for a motion to vote on the 2022 Budget Amendments and the proposed 2023 Budget with adjustments provided today. Mr. Books motioned; Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

*A copy of the approved budget is attached to these minutes as an appendix.

Activation Updates

A. Wakanda on Welton

Ms. Sayer informed the public that there will be an informational meeting for businesses on the corridor regarding the Wakanda on Welton event on the following day at 3 PM at Melody Market discussing the activation deeper and ways for businesses to participate.

B. Five Points Great Pumpkin

Mrs. Frazier explained the Great Pumpkin activation with times and details, and requested volunteers

C. Holiday Stroll

There was no discussion at this time

Public Comments

There were no questions or comments.

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

The meeting adjourned at 11:30AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 9th Day of November, 2022.

FPBID Board President

Attest:

Management Report

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

Prepared by Ryan Brown - 11.04.22

For management use only

Five Points Business Improvement District
Balance Sheet
September 2022

	Beginning Balance			Ending Balance	
	January 1, 2022		YTD Changes	September 30, 2022	
ASSETS					
Current Assets					
Bank Accounts					
USbank Checking	\$	243,119	\$	175,549	\$ 418,668
Total Bank Accounts		243,119		175,549	418,668
Other Current Assets					
Accounts Receivable		947		-	947
Prepaid /Deposits		-		-	-
Total Other Current Assets		947		-	947
Total Current Assets		244,066		175,549	419,615
TOTAL ASSETS	\$	244,066	\$	175,549	\$ 419,615
LIABILITIES AND EQUITY					
Total Liabilities	\$	7,971	\$	8	\$ 7,979
Equity / Fund Balance					
Beginning Fund Balance		236,095		-	236,095
Net Operating Income (Loss)		-		175,541	175,541
Total Equity / Fund Balance		236,095		175,541	411,636
TOTAL LIABILITIES AND EQUITY	\$	244,066	\$	175,549	\$ 419,615

Five Points Business Improvement District
Budget vs Actual - By Program/Activity
September 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	328,470	175,000	153,470	245,842	82,628
Donations	-	-	-	18,000	(18,000)
Other	9,999		9,999	-	9,999
Total Income and Other Sources of Funds	338,469	175,000	163,469	263,842	74,627
Total Available Resources	\$ 574,564	\$ 339,470	\$ 235,094	\$ 428,312	\$ 146,252
Expenditures					
Maintenance	89,120	100,542	11,422	119,056	29,936
Marketing/Branding	46,473	76,773	30,300	102,364	55,891
Administrative	23,695	22,448	(1,248)	28,730	5,035
Contingency Funds	-	5,625	5,625	7,500	7,500
Total Ongoing Expenditures	159,288	205,388	46,099	257,650	98,362
Capital Purchases	3,639	75,000	71,361	100,000	96,361
Small Business Relief Grants	-	-	-	-	-
Total Expenditures	\$ 162,928	\$ 280,388	\$ 117,460	\$ 357,650	\$ 194,722
Ending Fund Balance	\$ 411,636	\$ 59,083	\$ 352,554	\$ 70,662	\$ 340,974

Five Points Business Improvement District
Budget vs Actual - By Account
September 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	328,470	175,000	153,470	245,842	82,628
Donations	-	-	-	18,000	(18,000)
Other Revenue	9,999	-	9,999		9,999
Total Income and Sources of Funds	338,469	175,000	163,469	263,842	64,628
Total Available Resources	\$ 574,564	\$ 339,470	\$ 235,094	\$ 428,312	\$ 136,253
Expenditures					
<i>Maintenance</i>					
General Maintenance Contract	47,856	47,050	(806)	62,733	14,877
Other Maintenance	10,562	7,125	(3,437)	9,500	(1,062)
Plaza Maintenance	5,554	9,992	4,439	13,323	7,769
Snow Removal	15,896	22,500	6,604	15,000	(896)
Utilities & Water	1,974	3,000	1,026	4,000	2,026
Irrigation Repairs	1,084	1,125	41	1,500	416
Tree & Landscape Maintenance	6,195	9,750	3,555	13,000	6,805
Total Maintenance	89,120	100,542	11,422	119,056	29,936
<i>Marketing/Branding</i>					
Banners	-	2,625	2,625	3,500	3,500
Events/Activation					
Grants	-	12,648	12,648	16,864	16,864
FP History Stroll	-	750	750	1,000	1,000
ASG Activations	-	-	-	-	-
Trick or Treat	-	750	750	1,000	1,000
Holiday Stroll 2022	-	7,500	7,500	10,000	10,000
Summer Activation	-	-	-	-	-
Holiday Lighting	-	11,250	11,250	15,000	15,000
Marketing Administration	38,133	37,500	(633)	50,000	11,867
Marketing Programs	8,340	3,750	(4,590)	5,000	(3,340)
Total Marketing/Branding	46,473	76,773	30,300	102,364	55,891
<i>Administrative</i>					
General Administration	20,125	16,500	(3,625)	22,000	1,875
Bank Charges & Fees	96	98	2	130	34
Dues & Memberships	673	600	(73)	600	(73)
Insurance	2,802	3,000	198	3,000	198
Legal Fees	-	2,250	2,250	3,000	3,000
Total Administrative	23,695	22,448	(1,248)	28,730	5,035
<i>Contingency Funds</i>	-	5,625	5,625	7,500	7,500
Total Ongoing Expenditures	159,288	205,388	46,099	257,650	98,362
<i>Capital Expenditures and Reserve Spending</i>					
Capital Purchases	3,639	75,000	71,361	100,000	96,361
Total Capital Expenditures and Reserve	3,639	75,000	71,361	100,000	96,361
Total Expenditures	\$ 162,928	\$ 280,388	\$ 117,460	\$ 357,650	\$ 194,722
Net Income	\$ 175,541	\$ (105,388)	\$ 280,929	\$ (93,808)	\$ 269,349
Ending Fund Balance	\$ 411,636	\$ 59,083	\$ 352,554	\$ 70,662	\$ 340,974

Five Points Business Improvement District
Expenditures by Vendor Summary
September 2022

	May 2022	June 2022	July 2022	August 2022	September 2022	YTD 2022
Big Onion Partnerships, LLC	-	-	-	3,625	-	3,625
Colorado Barricade	-	-	-	-	-	2,610
Colorado Lighting Inc	-	4,257	-	-	534	7,755
Colorado Special Districts Property and Liability**	-	-	-	-	-	2,802
Consolidated Services Group 2, LLC	1,247	5,767	15,609	6,065	8,845	69,959
Constant Contact	90	45	-	90	-	360
Denver Permits Online	-	50	-	-	-	100
Denver Water	23	-	113	101	-	679
Diversified Underground Inc	-	-	-	-	-	340
Downtown Denver Partnership Inc	6,000	6,000	6,000	6,000	6,000	54,000
Mile High Festivals	-	8,000	-	-	-	8,000
My City Bikes	273	-	-	-	-	273
Savatree	-	120	-	2,610	-	4,935
Sin Jac Electric	-	1,350	-	-	1,350	5,427
Special District Association	-	-	-	-	-	673
US Bank	24	24	24	24	-	96
XCEL ENERGY	57	134	88	97	-	1,295
Total Expenditures by Vendor	\$ 7,713	\$ 25,747	\$ 21,834	\$ 18,612	\$ 16,729	\$ 162,928

Five Points Business Improvement District
Statement of Cash Flows
September 2022

	September
OPERATING ACTIVITIES	
Net Income	\$ 175,541
Adjustments to reconcile Net Income to Net Cash provided by operations	
Accounts Receivable	-
Prepaid / Deposits	-
Accounts Payable	8
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	8
Net cash provided by operating activities	\$ 175,549
NET CASH INCREASE (DECREASE) FOR PERIOD	\$ 175,549
Cash at beginning of period	243,119
CASH AT END OF PERIOD	\$ 418,668



November 9, 2022

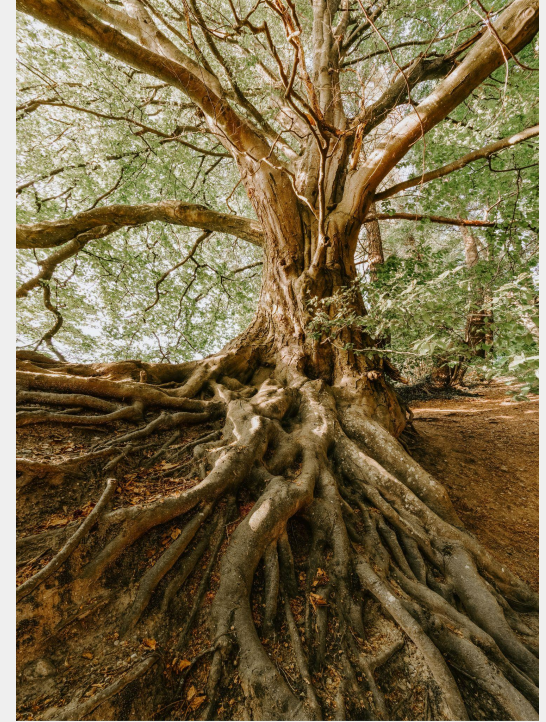


**Big Onion
Partnerships**

CULTIVATING LAYERS OF RESILIENCE

What are core values?

- Deeply ingrained principles that guide all of the FPBID's actions
- Values define what makes you uniquely you



“Being inherent and sacrosanct; core values can never be compromised, either for convenience or short-term economic gain.” - Collins & Porras, 1994

Values Themes Emerging

<https://app.sli.do/event/8zGwtaamtzn7WRHiYHdnCk>

Future generations
Legacy
History

Community
Connected community
Diversity
Inclusion

Prosperity
Growth
Economic
vibrancy

Safety

Pride
Excellence
Success

Overview of Stakeholder Interviews

- Purpose
 - Gather input from (non Board member) FPBID stakeholders to inform creation of core values
 - Share the FPBID's new mission statement
 - Engage more commercial property and business owners in conversation about the FPBID
- 6 interviews conducted via phone with stakeholders recommended by board members

Strengths Stakeholders See

- Rebate to business owners during COVID
- Maintenance and cleaning work (trash, snow removal)
- Meetings are a bit more efficient than they used to be
- Holiday stroll and lighting helped bring traffic to the corridor
- Racial diversity on the Board

Stakeholder Suggestions - Meetings & Board

- Set at least one meeting a year on a Saturday or in the evening to make it more accessible and inclusive
- Do more prep work in between meetings
- Consider more organized meeting format and clearer minutes
- Clarify who sits on the Board, if they are all commercial property and business owners, how they were elected

Suggestions - Stakeholder Engagement

- Reach out to more business and commercial property owners to ask how they can help
- Create a more inclusive and responsive culture for stakeholders
- Focus on primary stakeholder - commercial property owner
- Facilitate discussion with property owners of buildings that are not in use
- Unify factions to find common ground amidst tensions that cause gridlock (ex. Importance of history vs. possibility of future)

Suggestions - Activities & Impact

- Focus on legal mandate which is maintenance, health, safety, and infrastructure → events only if this mandate is fulfilled
- Define return on investment of activations and other expenses
- Security is a major need with businesses broken into repeatedly
- Contractors need to be held accountable
- Be intentional about where maintenance is done & when, make sure it reaches full BID

Suggestions - Advocacy & Impact

- Make the corridor more pedestrian friendly by influencing development and controlling aesthetics of store fronts (ex. plywood, papered over windows)
- Advocate for connecting the light rail to the A line
- Actively recruit more businesses (particularly bars and restaurants) to bring corridor to life
- Consider a General Improvement District (GID) or associated nonprofit to generate more revenue and allow for fundraising



Followers: 1578



Followers: 1316



[fivepointsbid](#)



Liked by melodymarket2590 and 49 others

[Request for VOLUNTEERS](#)

Holiday Stroll - December 10th

- Putting up flyers
- Sending emails (copy will be provided)
- Set-up, clean-up
- Storytelling
- Collecting warm sock donations, passing out maps and greeting the public

Email fivepointsbid@gmail.com to be added to the volunteer list.

PROJECT PROGRESS

See Marketing Sub-Committee slide

ONE-ON-ONE/GROUP MEETINGS

- Call with Ms. Mae, Sharon, Myron; historical markers, vandalism on Welton St., Business/Property Owner meeting planning
- Walk Welton Street Corridor to speak with business owners
- MarComm subcommittee meeting
- Event planning

Next Board Meeting Dec. 14th @10am

Upcoming Billboard

November 21 - December 25



Marketing Sub-Committee

- **Holiday Stroll** - planning/request for volunteers
- **Map of Welton** - pending design approval
- **Historical Markers Restoration** - pending
- **Gateway Signs**- on hold
- **Xcel Banners** - pending
- **Billboards** - approved
- **Halloween Update** - 48 children and their families, 8 children participated in the costume contest.

Email kalisha@fivepmg.com to be added to the meeting updates

Next Meeting Agenda- TBD @ 11am

- Introductions - Name / Affiliation
- Old Business
- New Business: Follow-up, discussion on initial planning for future events
- Announcements

Get connected!



Instagram @FivePointsBiz

Facebook @FivePointsBID

Private Stakeholder Group

Facebook.com/groups/

FivePointsDenverStakeholders

Newsletter Sign Up!

FivePointsBID.com

News & Events

FivePointsBID@gmail.com

Five Points Business Improvement District
SCOPE OF MANAGEMENT SERVICES

The following Scope of Services for management of/on behalf of the Five Points BID to assure the District fulfills the approved budget and operating plan by performing the following tasks:

1. Prepare monthly Five Points BID Board meeting agendas. (coordination with Board Chair)
2. Post notice of public meetings and publish and post notice of all public hearings.
3. Record minutes at monthly Five Points BID Board meetings and post approved meeting minutes on the District website.
4. Communicate with Five Points BID Board members.
5. Communicate with Five Points BID Property Owners with information as directed and/or requested by the Five Points BID Board.
6. Aid the Five Points BID in preparing annual budgets and operating work plans.
7. Aid the Five Points BID in monitoring all budgets and fulfillment of operating work plan tasks.
8. Preparing and submission to the City for approval of annual budgets.
9. Aid the Five Points BID in administering all Five Points BID contracts including soliciting, reviewing, and assisting with the selection and administration of all contracts.
10. Aid the Five Points BID in district collection policies, if applicable.
11. Work with the City and County of Denver to assure proper billing and collection of annual District assessments.
12. Coordinate and prepare all information necessary to complete an annual audit, that complies with state statutes or file an audit exemption, if applicable.
13. Work with legal counsel as necessary to operate the District in accordance with legal requirements.
14. Secure and manage appropriate insurance for the Five Points District.
15. Work with Five Points BID contractors and consultants.
16. Provide direct oversight of FPBID maintenance contractor to ensure that performance meets or exceeds contracted scope.
17. Provision of a dedicated telephone line and e-mail address to respond to constituent requests.
18. Maintain general ledger and produce monthly financial statements to be presented to the District Board.

MARKETING-COMMUNICATIONS AGREEMENT SCOPE OF SERVICES

A detailed description of the objectives, goals, and scope of work of the Marketing-Communications Management Agreement is presented in the table below. The following services shall be performed in support of the Five Points BID's mission and commitment to the corridor's historic and cultural relevance to the City of Denver.

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 announcements as needed, but likely every other week. Curate content for regular postings on social channels and management of those accounts to keep them active and subscribers engaged, at least every other week. Constant recruitment of new members to social channels and database of businesses, property owners and public. 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"> Standard updates Regular monthly updates to meetings and committees' pages Monthly updates to online walking tour and business information
Graphic Design	<ul style="list-style-type: none"> Digital and online media of Monthly newsletter Print Media i.e., Outdoor Banners on Light poles, at least quarterly and collateral material design for FPBID events and programs Development of FPBID branded educational and informational signage as needed
Public Relations and Community Outreach	<ul style="list-style-type: none"> Field media calls and inquiries and forward to appropriate board member, 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 Organization and community organizations Walk corridor on a regular basis, but at least monthly – to visit with businesses and maintain visibility on the BID marketing activities Work with community to active Sonny Lawson Plaza Respond to emails received on FPBID Gmail account, and through the online web form. Conduct and distribute an online community survey of marketing and promotional activities conducted by the FPBID to solicit feedback from the Welton Corridor businesses and property owners.

Service Category	Description and Expectations
General Project Management	<ul style="list-style-type: none"> • Work with BID and committees to develop programs and projects. • Facilitate Monthly FPBID Marketing Committee meetings. Preparing the agenda and meeting minutes of action items and decisions. Distributing meeting minutes to all relevant committee members. • Coordinate with Administrative Contractor to implement projects and oversee outside contractors related to marketing and communication efforts. • Liaison with a variety of public sector agencies

Elements of this scope of work will require the following ongoing guidance and assistance from the Board of Directors:

- Updates on new business openings and business closures
- Pending sale of properties and property availability
- Upcoming events, hearings, etc.
- Connection with stakeholders that would like to have a one-on-one meeting

District Coordinator – Scope of Work (Contract Position)	
Administration	<ul style="list-style-type: none"> • Board meeting coordination & Agenda preparation with Board President • Posting of public meetings and hearings • Record public meeting minutes for posting to BID website • Communicate with Board Members to provide direction to additional contractors • Prepare and submit annual reports as required by State and Local legislation • Utilize legal counsel as necessary to operate the BID in legal accordance • Manage insurance renewals and update as necessary • Manage BID's dedicated telephone line and e-mail address
Outreach	<ul style="list-style-type: none"> • Coordinate Board approved messaging to FPBID property and business owners with MarCom Contractor • Posting of public meetings and hearings • Collaboration with neighboring Registered Neighborhood Organization and community organizations • Walk corridor on weekly basis to build relationships and hear stakeholder input • Attend community events and meetings in the district • Serve as primary point of contact of the FPBID
Financial	<ul style="list-style-type: none"> • Prepare, submit as required and monitor annual Operating Budget • Maintain general ledger and produce monthly financial statements to be presented to the District Board • Coordinate and prep all info necessary to complete annual audit or file for an audit exemption, if applicable • Coordination with City and County of Denver to assure proper billing and district assessment collection
Contractor Management	<ul style="list-style-type: none"> • Assist with administration of all FPBID contracts including soliciting, reviewing and assistance with selection • Coordination of additional contractors in fulfillment of work plan tasks • Oversight of Maintenance Contractor for contract compliance and quality control

Notes:

Administration

- Legal counsel can prepare Operating Plan and Budget and submit to City
- Legal counsel already prepares reporting to State and certification of Mill Levy and assessment

Financial

- DDP still available to assist with checks and accounting to alleviate burden on District Coordinator
- District Coordinator would prepare budget with Board support

Contractor Management

- DDP still available to provide QC and contract compliance of maintenance contractor
- DDP available to assist with management of infrastructure projects

Marketing-Communications Services – Scope of Work (Contractor)	
Social Media, Electronic Outreach and Database Management	<ul style="list-style-type: none"> Email outreach includes: <ul style="list-style-type: none"> ❖ Monthly newsletter ❖ Committee and Board meeting announcements, and ❖ area event announcements as needed ❖ Twice monthly schedule Curate content for regular postings on social channels and management of those accounts to keep them active and subscribers engaged Constant recruitment of new members to social channels and database of businesses, property owners and public Develop and implement social media paid advertising strategy around events or activities within the FPBID 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"> Standard timely event and community updates Regular monthly updates to meetings and committees' pages Monthly updates to online walking tour and business directory information
Graphic Design	<ul style="list-style-type: none"> Digital and online media of Monthly newsletter Outdoor Banners on Light poles, up to 4-runs per year Reprint historical murals, markers and monuments associated with the self-guided walking tour along Welton as needed from existing files Print media campaigns
Public Relations and Community Outreach	<ul style="list-style-type: none"> Field media calls and inquiries as assigned through District Coordinator Develop cooperative relationships with property and businesses owners with District Coordinator to have an active read of the district Attend events in the corridor, capture activities with photographs Monthly corridor visits to BID businesses to keep informed of marketing efforts Develop plan for periodic surveys of FPBID stakeholders to gauge approval level
General Project Management	<ul style="list-style-type: none"> Work with FPBID Board and committees to develop programs and projects Facilitate Monthly FPBID Marketing Committee meetings including <ul style="list-style-type: none"> ❖ Preparing the agenda with Board liaison ❖ Recording and distribution of meeting minutes outlining action items Contractor will have first right of refusal to provide quote for marketing services for FPBID activations outside of this contract scope

Event Planner – Scope of Work
(Contractor)

Event Production	<ul style="list-style-type: none">• Feb: Black Jazz History Experience• Mar: Flavors of Five Points• Apr: Wednesdays on Welton• May – Oct: Five Points Sunset Jazz• Jul: All Star Coaches Classic - Negro League History• Aug: Swinging August Nights• Sept: Street & Sidewalk Art Tours• Nov: Small Business Saturday• Dec: Holiday Jingle Market to compliment Holiday Stroll
Outreach	<ul style="list-style-type: none">• Work with community to activate Sonny Lawson Park, Charles Cousins Plaza, Five Point Intersection Pedestrian Plaza and Soul Street on Clarkson• Recruit planning and event volunteers to assist• Keep BID businesses informed of events and how to participate• Provide MarCom contractor with social media materials related to events