

FIVE POINTS

BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS MEETING

July 12, 2023

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	Board
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 10, 2023	Board
		C. Treasurer’s Report – April & May 2023	N. Beal
		D. Change Annual Meeting Date	V. Martinez
10:15 AM	IV.	New Business	
		A. ED Job Description Vote	H. Cowans
		B. New Businesses in the District	
		C. Proposed Grant Application	L. Sayer
10:25 AM	V.	Old Business	
		A. Five Points Intersection Pedestrian Plaza Update	B. Boncore
10:45 AM	VI.	Committee Updates	
		A. Marketing	J. Pirkopf
		B. Business Engagement	M. Williams
		C. Community Engagement	F. Dickerson
11:05 AM	VI.	MarCom Update	L. Sayer
11:15 AM	VII.	Capital Expenditures & Administrative Update	V. Martinez
		A. Entry Sign	
		B. Xcel Pole Banners	
11:20 AM	VIII	Public Comment	
11:30 PM	IX.	Adjourn	



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
May 10, 2023
MINUTES

Meeting Held: Wednesday, May 10th, 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:
Haroun Cowans, President
Paul Books, Co-Vice President
Maedella Stiger, Co-Vice President
John Pirkopf

BID Staff: Beth Moyski, Downtown Denver Partnership
LaSheita Sayer, ZoZo Group

The meeting was called to order by Board Chair Haroun Cowans at 10:01 AM.

Administrative Items

A. Disclosure of Potential Conflicts of Interest
There were no disclosed conflicts of interest.

B. Board Meeting Minutes – April 12th, 2023
With no requests for discussion or corrections noted by any Board Members, Mr. Cowans called for a motion to approve the Minutes from the April Board Meeting. Mr. Books moved; Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

C. Treasurers Report.
In Mr. Beal's absence, Ms. Moyski presented the total balance sheets and the budget. Total budget \$328,000 and total available resources is \$473,000. Total expenditures in March were \$22,301 and total YTD expenditures were \$63,641. Mr. Cowans called for a motion to accept the Treasurer's Report. Mr. Books moved to approve the March 2023 Treasurer's Report, Ms. Stiger seconded the motion. Vote: unanimous in favor, motion passed.

D. June Meeting Update

Ms. Moyski explained that because there will not be a quorum of Board Members available, the June Board meeting will be cancelled.

New Business

A. Viva Streets Business Support Vote Ratification

Ms. Moyski explained the vote for reallocation of funds for business support for the Viva Streets monthly event put on by the DDP. The vote was held via email. Mr. Cowans called for a motion to ratify the electronic vote. Mr. Books moved to ratify the vote; Mr. Pirkopf seconded the motion. Vote: Unanimous in favor.

B. Streetsense Introduction

This agenda item will be moved to the July Board meeting.

Old Business

A. Five Points Jazz Festival Update

Sonia Rae presented a slide show with information on the Jazz Festival and gave some details about crowd control on the street. She presented the musicians' schedules, including times and locations. She discussed the new production team, Leo Events, a national company. She also mentioned safety measures that have been put in place and presented an interactive map of the Fest. She then answered questions from the public about various set-up issues and fencing. Including the addition of exit-only gates. Ms. Sayer added some information on scheduling and location access. Mr. Cowans asked if the Juneteenth celebrations would be interfering with the Fest, and Mrs. Rae said that they had been working together and sharing resources.

B. Five Points Alliance Discussion

Norman Harris introduced himself and explained the nature of the Five Points Alliance. He presented a slideshow that explained the background and the purpose of the Alliance and what neighborhoods make up the area traditionally referred to as Five Points, and the Alliance is a 501c (6) non-profit member-based organization. He went over what neighborhoods make up the Alliance, and what their short-term objectives and shared goals are. He presented the names of the Board of Directors and how he would like to see the Alliance work with the Five Points BID. He mentioned the possibility of ARPA funding, and requested the board members also join the Alliance board. Mr. Cowans asked about the frequency of their meetings, and Mr. Harris explained that they do not have a fixed schedule, but they have been meeting with other boards. Mr. Books asked about the sustainability of the Alliance and its expected longevity, and Mr. Harris explained the importance of ARPA funds and the re-prioritization of the Five Points neighborhood. He also mentioned some short-term goals. Mr. Books offered some suggestions about next steps for the Alliance. Mr. Harris also explained the Alliance as a way to have better connectivity between the neighborhoods. Mr. Pirkopf expressed support for the program. Mr. Harris went on to give some additional details about the Juneteenth festival, including vendors, locations, times, and crowd size expectations. Mr. Books explained some details about funding for the event.

C. Board Applications Update

Mr. Books explained that there have been additional applications for the open board member seat. He is expecting new members in July.

Committee Updates

A. Marketing

Mr. Pirkopf explained the market committee meeting and encouraged people to join the committee in order to help guide the FPBID Board along with the community. He explained their role in the upcoming events, including Jazz Fest, Juneteenth, and Viva! Streets.

B. Business Engagement

Mr. Cowans explained their upcoming meeting dates.

C. Community Engagement

Mr. Cowans explained the dates and times of the upcoming meetings.

Capital Expenditures and Administrative Update

A. Entry Sign

Ms. Moyski explained that the entry sign is still pending with the city permitting office and there is no timeline yet.

B. Xcel Pole Banners

Ms. Moyski explained that there are questions from the city about signage dimensions, and the permit is still pending.

C. Historical Markers

Ms. Moyski explained that a task force of the marketing committee is getting inventory and current conditions to develop a plan for repairs and replacements.

MarCom Update

Ms. Sayer added some information regarding Mr. Pirkopf previous remarks during his presentation about the marketing committee. She mentioned various methods of promoting Five Points as a district, and how to show trends as to what data-gathering trends are the most effective. She shared a few screenshots of the most recent monthly newsletters. She explained the types of messaging that is sent out via social media. She also presented stats on social media impressions, followers, and interactions. Mr. Pirkopf added that the photos shared on social media are supplied by the businesses that are highlighted, not ZoZo Group. Ms. Sayer also shared some webpage updates with upcoming events. She presented some of the new banners for the events and the print ads that were sent to the Five Points Atlas. She also presented signage that will be put up during Viva! Streets to cross promote businesses along the corridor.

Public Comments

Brandy Majors asked about the comments regarding reparations made by the Councilwoman CdeBaca and where the board stood on that issue. She also noted that she would like to work with the BID regarding encampment. Jesse Parris also noted a Denverite article's misprint of how the BID was funded.

Mr. Cowans explained that he was not aware of the specifics of the effort Ms. Majors mentioned and could not accurately respond to the question. He also suggested that questions and concerns about the encampments should be directed to Mr. Norman Harris who through the

Heart of Five Points Association has been working on the issue. Lastly, he asked that the link to the article should be sent to the board to address.

Michelle Sawyer with Dukes and Scratch Bakery asked about passing out flyers for their business at the apartment complex, but they were not allowed entry. She requested assistance from the board.

Mr. Cowans said he could make some requests, but the board has no say in the apartments' rules. Mr. Books added that the BID is made up of business owners and operators, not residents.

Ms. Sayer presented renderings of the proposed entryway signs.

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

The meeting adjourned at 11:36AM.

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 12th Day of July 2023.

FPBID Board Chair

Attest:

Management Report

Five Points Business Improvement District
For the period ended April 30, 2023

Prepared by Vansiny Saukam - 05.17.23

For management use only

Five Points Business Improvement District
Balance Sheet
 April 2023

	Beginning Balance January 1, 2023	YTD Changes	Ending Balance April 30, 2023
ASSETS			
Current Assets			
Bank Accounts			
USbank Checking	\$ 334,822	\$ 106,306	\$ 441,128
Total Bank Accounts	334,822	106,306	441,128
Other Current Assets			
Accounts Receivable	947	-	947
Prepaid /Deposits	3,561	(568)	2,993
Total Other Current Assets	4,508	(568)	3,940
Total Current Assets	339,330	105,738	445,067
TOTAL ASSETS	\$ 339,330	\$ 105,738	\$ 445,067
LIABILITIES AND EQUITY			
Total Liabilities	\$ 11,233	\$ (9,400)	\$ 1,833
<i>Equity / Fund Balance</i>			
Beginning Fund Balance	328,097	879	328,976
Net Operating Income (Loss)	-	114,259	114,259
Total Equity / Fund Balance	328,097	115,137	443,234
TOTAL LIABILITIES AND EQUITY	\$ 339,330	\$ 105,738	\$ 445,067

Five Points Business Improvement District
Budget vs Actual - By Program/Activity
April 2023

	Actual YTD	Amended Budget YTD	Variance YTD Favorable (Unfavorable)	Amended Budget Annual	Variance Annual Favorable (Unfavorable)
Beginning Fund Balance	\$ 328,097	\$ 210,618	\$ 117,479	\$ 210,618	\$ 117,479
Income and Other Sources					
Mill Levy Income-FPBID	160,858	264,943	(104,085)	264,943	(104,085)
DURA Payments	-	30,000	(30,000)	30,000	(30,000)
Donations	-	-	-	-	-
Other Revenue	30,654	-	30,654	-	30,654
Jazz Activation Grant	10,000	-	10,000	-	10,000
Transfer of funds from 14th Street LMD	-	-	-	-	-
Total Income and Other Sources of Funds	201,512	294,943	(93,431)	294,943	(93,431)
Total Available Resources	\$ 529,609	\$ 505,561	\$ 24,048	\$ 505,561	\$ 24,048
Expenditures					
Maintenance	25,287	32,080	6,793	128,320	103,033
Marketing/Branding	23,184	28,884	5,700	115,536	92,352
Administrative	7,417	15,208	7,791	60,830	53,413
Contingency Funds	-	1,250	1,250	5,000	5,000
Total Ongoing Expenditures	55,888	77,422	21,534	309,686	253,798
Capital Purchases	31,366	12,900	(18,466)	51,600	20,235
Small Business Relief Grants	-	-	-	-	-
Total Expenditures	\$ 87,253	\$ 90,322	\$ 3,068	\$ 361,286	\$ 274,033
Ending Fund Balance	\$ 442,356	\$ 415,240	\$ (27,116)	\$ 144,275	\$ (298,081)

Five Points Business Improvement District
Expenditures by Vendor Summary
April 2023

	January 2023	February 2023	March 2023	April 2023	YTD 2023
Consolidated Services Group 2, LLC	\$ 10,758	\$ 6,094	\$ 9,083	\$ -	\$ 25,936
Consort Display Group	\$ -	\$ -	\$ 11,678	\$ -	\$ 11,678
Constant Contact	\$ 45	\$ -	\$ 90	\$ -	\$ 135
Denver Water	\$ 73	\$ 77	\$ 77	\$ 77	\$ 304
DLX for Business	\$ 231.23	\$ -	\$ -	\$ -	\$ 231.23
Downtown Denver Partnership Inc	\$ -	\$ -	\$ -	\$ 18,774	\$ 18,774
Five Points Atlas	\$ 3,336	\$ -	\$ -	\$ -	\$ 3,336
Maxwell Printing	\$ -	\$ 968	\$ -	\$ -	\$ 968
My City Bikes	\$ -	\$ -	\$ 390	\$ -	\$ 390
Sin Jac Electric	\$ (560)	\$ -	\$ -	\$ -	\$ (560)
Special District Association	\$ 568	\$ -	\$ -	\$ -	\$ 568
Spencer Fane LLP	\$ -	\$ -	\$ 792	\$ -	\$ 792
US Bank	\$ -	\$ -	\$ 25	\$ 25	\$ 50
Vivjo	\$ 1,279	\$ -	\$ -	\$ -	\$ 1,279
XCEL ENERGY	\$ 232	\$ 238	\$ 166	\$ 141	\$ 777
Zozo Group LLC	\$ 9,000	\$ 9,000	\$ -	\$ 4,595	\$ 22,595
Total Expenditures by Vendor	\$ 24,963	\$ 16,377	\$ 22,301	\$ 23,612	\$ 87,253

Five Points Business Improvement District
Statement of Cash Flows
April 2023

April 2023

OPERATING ACTIVITIES

Net Income	\$	114,259
Adjustments to reconcile Net Income to Net Cash provided by operations		
Accounts Receivable		-
Prepaid / Deposits		568
Accounts Payable		(9,400)
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Total Adjustments to reconcile Net Income to Net Cash provided by operations:		(8,831)
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Net cash provided by operating activities	\$	105,428
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NET CASH INCREASE (DECREASE) FOR PERIOD	\$	105,428
Cash at beginning of period		335,700
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CASH AT END OF PERIOD	\$	441,127
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Management Report

Five Points Business Improvement District
For the period ended May 31, 2023

Prepared by Vansiny Saukam - 06.28.23

For management use only

Five Points Business Improvement District
Balance Sheet
 May 2023

	Beginning Balance January 1, 2023	YTD Changes	Ending Balance May 31, 2023
ASSETS			
Current Assets			
Bank Accounts			
USbank Checking	\$ 334,822	\$ 112,180	\$ 447,002
Total Bank Accounts	334,822	112,180	447,002
Other Current Assets			
Accounts Receivable	947	-	947
Prepaid /Deposits	3,561	(568)	2,993
Total Other Current Assets	4,508	(568)	3,940
Total Current Assets	339,330	111,612	450,942
TOTAL ASSETS	\$ 339,330	\$ 111,612	\$ 450,942
LIABILITIES AND EQUITY			
Total Liabilities	\$ 11,233	\$ 636	\$ 11,869
<i>Equity / Fund Balance</i>			
Beginning Fund Balance	328,097	879	328,975
Net Operating Income (Loss)	-	110,098	110,098
Total Equity / Fund Balance	328,097	110,976	439,073
TOTAL LIABILITIES AND EQUITY	\$ 339,330	\$ 111,612	\$ 450,942

Five Points Business Improvement District
Budget vs Actual - By Program/Activity
May 2023

	Actual YTD	Amended Budget YTD	Variance YTD Favorable (Unfavorable)	Amended Budget Annual	Variance Annual Favorable (Unfavorable)
Beginning Fund Balance	\$ 328,097	\$ 210,618	\$ 117,479	\$ 210,618	\$ 117,479
Income and Other Sources					
Mill Levy Income-FPBID	189,052	264,943	(75,891)	264,943	(75,891)
DURA Payments	-	30,000	(30,000)	30,000	(30,000)
Donations	-	-	-	-	-
Other Revenue	30,654	-	30,654	-	30,654
Jazz Activation Grant	10,000	-	10,000	-	10,000
Transfer of funds from 14th Street LMD	-	-	-	-	-
Total Income and Other Sources of Funds	229,706	294,943	(65,237)	294,943	(65,237)
Total Available Resources	\$ 557,803	\$ 505,561	\$ 52,242	\$ 505,561	\$ 52,242
Expenditures					
Maintenance	37,382	32,080	(5,302)	128,320	90,938
Marketing/Branding	35,236	28,884	(6,352)	115,536	80,300
Administrative	15,625	15,208	(417)	60,830	45,205
Contingency Funds	-	1,250	1,250	5,000	5,000
Total Ongoing Expenditures	88,243	77,422	(10,821)	309,686	221,443
Capital Purchases	31,366	12,900	(18,466)	51,600	20,235
Small Business Relief Grants	-	-	-	-	-
Total Expenditures	\$ 119,608	\$ 90,322	\$ (29,287)	\$ 361,286	\$ 241,678
Ending Fund Balance	\$ 438,195	\$ 415,240	\$ (22,955)	\$ 144,275	\$ (293,920)

Five Points Business Improvement District
Expenditures by Vendor Summary
May 2023

	January 2023	February 2023	March 2023	April 2023	May 2023	YTD 2023
Consolidated Services Group 2, LLC	\$ 10,758	\$ 6,094	\$ 9,083	\$ 5,869	\$ 6,014	\$ 37,819
Consort Display Group	\$ -	\$ -	\$ 11,678	\$ -	\$ -	\$ 11,678
Constant Contact	\$ 45	\$ -	\$ 90	\$ -	\$ 90	\$ 225
Denver Water	\$ 73	\$ 77	\$ 77	\$ 77	\$ 77	\$ 381
DLX for Business	\$ 231.23	\$ -	\$ -	\$ -	\$ -	\$ 231.23
Downtown Denver Partnership Inc	\$ -	\$ -	\$ -	\$ 18,774	\$ 12,516	\$ 31,290
Five Points Marketing Group	\$ -	\$ -	\$ -	\$ -	\$ 903	\$ 903
Five Points Atlas	\$ 3,336	\$ -	\$ -	\$ -	\$ -	\$ 3,336
Maxwell Printing	\$ -	\$ 968	\$ -	\$ -	\$ 1,670	\$ 2,638
My City Bikes	\$ -	\$ -	\$ 390	\$ -	\$ -	\$ 390
Sin Jac Electric	\$ (560)	\$ -	\$ -	\$ -	\$ -	\$ (560)
Special District Association	\$ 568	\$ -	\$ -	\$ -	\$ -	\$ 568
Spencer Fane LLP	\$ -	\$ -	\$ 792	\$ -	\$ -	\$ 792
US Bank	\$ -	\$ -	\$ 25	\$ 25	\$ 25	\$ 75
Vivjo	\$ 1,279	\$ -	\$ -	\$ -	\$ -	\$ 1,279
XCEL ENERGY	\$ 232	\$ 238	\$ 166	\$ 141	\$ 134	\$ 912
Zozo Group LLC	\$ 9,000	\$ 9,000	\$ -	\$ 4,595	\$ 5,056	\$ 27,652
Total Expenditures by Vendor	\$ 24,963	\$ 16,377	\$ 22,301	\$ 29,482	\$ 26,486	\$ 119,608

Five Points Business Improvement District
Statement of Cash Flows
May 2023

May 2023

OPERATING ACTIVITIES

Net Income	\$ 110,098
Adjustments to reconcile Net Income to Net Cash provided by operations	
Accounts Receivable	-
Prepaid / Deposits	568
Accounts Payable	636
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Total Adjustments to reconcile Net Income to Net Cash provided by operations:	1,204
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Net cash provided by operating activities	\$ 111,301
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NET CASH INCREASE (DECREASE) FOR PERIOD	\$ 111,301
Cash at beginning of period	335,700
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CASH AT END OF PERIOD	\$ 447,001



BID Executive Director Job Description

Job Title: Executive Director

Location: Five Points, Denver

Salary: \$70-80,000 per year

Job Type: Full-time

Job Overview:

The Five Points Business Improvement District is currently seeking an experienced and dedicated Executive Director to lead and manage the Five Points Business Improvement District (FPBID) in Denver, Colorado. The Executive Director will be responsible for developing and implementing strategies to enhance the overall economic growth and vitality of the district. This requires engaging and collaborating with businesses and property owners in the district.

Responsibilities:

- Develop and execute a strategic plan that aligns with the goals and priorities of the BID stakeholders and the BID board of directors. This includes marketing and promotion, event support, and community engagement initiatives.
- Build strong relationships with local businesses, property owners, and community stakeholders to ensure that their needs and concerns are being addressed effectively.
- Serve as a community broker, connecting stakeholders and the greater community.
- Identify and pursue funding opportunities to support the BID's programs and initiatives, including potential grant writing and fundraising efforts.
- Manage the BID's administration, marketing, budget, and financial resources, in accordance with legal requirements.
- Oversee the hiring, training, and management of contractors, ensuring that they are meeting predefined expectations.
- Work collaboratively with local government officials, neighboring communities, and other stakeholders to advance the goals of the BID and promote economic development in the district.

Qualifications:

- Bachelor's degree in business, economics, public administration, or a similar field.
- At least 3 years of experience in a leadership role, preferably in economic development, community development, or a related field.
- Strong strategic planning and project management skills.



- Excellent communication and interpersonal skills, with the ability to build strong relationships with a diverse range of stakeholders.
- Tech-savvy, with experience utilizing various digital tools and platforms, including social media.
- Knowledge of local government processes and regulations related to economic development and Business Improvement Districts.
- Experience with budgeting, financial management, and fundraising.
- Strong organizational and problem-solving skills, with the ability to manage multiple priorities effectively.
- Passion for supporting small businesses and promoting economic growth in Five Points.

If you meet these qualifications, we encourage you to apply for the position of Executive Director. Please submit a resume and cover letter to **FivePointsBID@gmail.com**

BUSINESS ACTIVATION GRANT



Lighting

Sidewalks

Poles

Interactive installations

OBJECTIVES

Increase Attractiveness Musical Ambiance
Day and Night

Positive Differentiation with Cultural Preservation

Economic Development with Increased Sales

Show Community Unity to Attract Tourism Dollars

ACTIVATION GRANT — HOLIDAY DÉCOR LIGHTS

3D Music Instruments
Surrounding 5 points intersection



ACTIVATION GRANT — HOLIDAY DÉCOR LIGHT POLE

Light Pole LED Designs



ACTIVATION GRANT — INTERACTIVE SOUND AND LIGHT

- Sidewalk Piano
- Lighted See Saws



ACTIVATION GRANT — INTERACTIVE SOUND AND LIGHT

- 21 Swings
 - Illuminated
 - Musical

