



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
November 9th, 2022  
MINUTES

Meeting Held: Wednesday, November 9th, 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  
Paul Books  
Haroun Cowans

Excused Absence: Maedella Stiger

BID Staff: 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 10:08 AM.

There were no conflicts of interest disclosed

**Approval of Board Minutes – October 12<sup>th</sup>, 2022**

Vote to approve the October 12, 2022 minutes was tabled until the December Board Meeting.

**Treasurer's Report – September, 2022**

Mr. Beal presented the September 2022 Financial Report to the Board. A total of \$16,729 in expenditures was made in the month of September, which were then listed individually. The final account cash balance at the end of the month of August totaled \$418,668. Mr. Cobbins called for a motion to accept the August 2022 Treasurer's Report. Mr. Books moved to approve the Treasurers Report. Ms. Sayer seconded the motion. Vote: unanimous in favor, motion passed. Ms. Sayer inquired about an expenditure concerning Sinjac Electrical. Mr. Martinez explained that this was for repairs to lighting fixtures.

## **Planning Retreat Review**

### **A. Organizational Values Discussion**

Ms. Cipollone presented a slideshow concerning Core Values and explained what core values are, how they should guide the decision-making process, and how they impact the future and legacy of the Five Point community. She then brought up a poll for the board so they could have a chance to express which core values they aligned with the most. By the end of the discussion, the three values that received the most votes were:

- Prosperity and Growth
- Community and Inclusion
- Future Generation, History and Legacy

Mr. Pirkopf expressed concern about practicality and a focus on economic interest in the work of the BID. Mrs. Cipollone agreed that there should be a balance between being inspiring and being practical.

A few members of the public expressed concerns about Five Points losing its cultural identity as a historically black neighborhood. There was discussion about the role of a Business Improvement District and if and how it relates to topics such as cultural identity and gentrification. Mr. Cobbins urged that this conversation should take place at a different time. Ms. Sayer expressed concern about the lack of historical preservation efforts, and that such things should be emphasized in the new mission statement. Mrs. Cipollone agreed and asked the board to help discern between historical and cultural preservation.

Mrs. Cipollone presented an overview of stakeholder interviews. She explained that she interviewed 6 stakeholders to discuss the new mission statement and proceeded to share feedback which included strengths and weaknesses of the BID and concerns areas for improvement. See Meeting Packet for copy of Ms. Cipollone's presentation.

Mr. Jones relayed additional comments he has received in outreach to businesses that many of them feel they are not being heard or included. Mr. Cobbins noted that the Board is working with a community volunteer to set a date for a community meeting to bring BID stakeholders together to discuss priorities.

## **New Business**

### **A. Denver Ciclovía**

This presentation will be postponed until the December 12<sup>th</sup> meeting.

## **Old Business**

### **A. Wakanda on Welton Update**

Ms. Sayer presented an update for the Wakanda on Welton activation. She began by giving a brief history of the conception of the event and made a point to mention thanks to several people who helped give this activation momentum. She then presented a list of participating Five Points businesses and the activations planned there as well as activations in the right of way. Ms. Sayer showed the calendar of events for the week.

Mr. Books praised the efforts of Ms. Sayer and several others agreed.

In response to a question regarding the overall budget Ms. Sayer explained that \$92,000 was awarded through a grant from the City's Department of Economic Development and Opportunity (DEDO). The BID committed \$10,000 in funding to support additional cleaning and maintenance, security and marketing support.

To close out, Ms. Sayer Presented a proposed 12-month activation calendar showing existing events with new events to provide activations once a month in the BID.

### **MarCom Updates**

Ms. Frazier gave a recap of the Trick or Treat Street event and conveyed feedback she received from participants and businesses who took part in the event as well. Ms. Frazier then discussed planning progress for the upcoming Holiday Stroll. She noted the needs for volunteers and discussed how businesses can participate.

Ms. Frazier then reported that her team is working on an area map similar to the website's self-guided tour listing area businesses and points of interest that businesses can place in windows and billboards.

She also reported that work on the restoration of the historical markers has been delayed as the original files have not been located but the elements of the files were recovered and will be rebuilt to match the original files.

### **Admin and Maintenance Update**

Mr. Martinez explained that the admin update is primarily the discussion of the scope of work of the Admin and MarCom agreements and how they relate to bringing on new contractors or one contractor to oversee subcontractors to manage MarCom services and event planning services. He then presented an updated version of each of the scopes and suggested a third scope which concentrates on events.

Mr. Cobbins explained his position that the Five Points BID board needs a director to help with expansion, accountability, and fund-raising, and that it is the responsibility of the board to help guide those decisions. Mr. Cowans agreed but expressed concern about how that would fit into the current budget. Mr. Books agreed, saying that it's important to find an individual who would fit all the criteria presented by Mr. Martinez. He added that the MarCom duties should play a smaller role than the Administrative and budgetary roles. Mr. Pirkopf agreed and stressed the importance of the director position being a lynchpin for the entirety of the BID boards efforts, and that it needs to be a full-time position. He expressed concern as well regarding the budget.

Mr. Books expressed the possibility of instead hiring a firm instead of a singular individual. Mr. Pirkopf did not agree, saying that a firm would lack the personal connection required for a cohesive business community. Mr. Beal inquired about the role of DDP following the hiring of a director or firm. Mr. Martinez explained that the DDP can continue to offer accounting services and is able to assist with quality control of the cleaning contractor as well as contractor oversight on one-off projects as necessary.

Mr. Cobbins requested a volunteer or two to review the materials presented by Mr. Martinez to begin to put together a job description for the director position, and Mr. Cowans accepted. Ms. Sayer expressed concern of putting too much expectation on a single person to take on all roles. Mr. Cobbins and Mr. Books talked of the director having a skill set that makes them the face of the organization and ability to be an organizer and bring volunteers to the table and seek out additional funding sources for funding projects and programs.

At this point, Mr. Cobbins asked Norman Harris to discuss an effort he is leading to bring a variety of Five Points community groups and businesses together to form the Five Points Alliance. The group would be a partner advocate for the neighborhood to help push forward a vision for the neighborhood that drives development with a cultural and historic focus. There will be a meeting later today to start the effort to formalize. He noted that this is the first in a series of meetings and the BID's participation is appreciated. Mr. Books expressed support for such an entity. Mr. Harris noted that there are still a few more weeks of work before a Memorandum of Understanding (MOU) is finalized and a draft is circulating now for comments. He also said that it is his goal to have something available publicly for groups to sign on to before the end of the year.

Ms. Sayer noted that the MOU seems to support more of the idea of the formation of such a group and does not commit the BID to anything financial at this point. She asked if it is okay to vote to sign on now as Mr. Harris is asking.

Mr. Harris noted that he is not expecting to form any sort of governance for the group at this time but is trying to determine who all the player at the table are going to be and with that in mind, he would like to get the BID's commitment in the next week. Mr. Cobbins asked Mr. Harris to let him know if there are any changes expected to the MOU after the meeting this evening and from there, he would then reach out to the Board for any comments to share. Once any concerns are addressed the Board can then vote to sign on or not.

### **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. Cowans seconded the motion. Vote: Unanimous in favor. Motion passed.

The meeting adjourned at 11:37AM.

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

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FPBID Board President

Attest:

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