



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
December 4, 2019
MINUTES

Meeting Held: Wednesday, December 4, 2019 at 2:30 PM, Craft Coworking, 2590 Welton Street, Suite 200, Denver, Colorado

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:

Paul Books, President
Dr. Renee C. King, 1st Vice President
John Pirkopf, 2nd Vice President
Nathan Beal, Treasurer
Maedella Stiger

BID Staff: Beth Moyski, Downtown Denver Partnership
Vincent Martinez, Downtown Denver Partnership
Olivia Omega Wallace, Wallace Marketing Group

The meeting was called to order by Board President, Paul Books at 2:33 PM.

No potential conflicts related to Agenda items were reported by FPBID Board Members.

Approval of Board Minutes – November 6, 2019

With no discussion or corrections needed, Dr. King motioned to accept the November Board Meeting Minutes, Ms. Stiger seconded. Vote: unanimous in favor, motion passed.

Treasurer's Report – November, 2019

Because the financial report was finished and sent a few hours prior to the meeting, Mr. Beal asked to table the report until the January. Because the regular meeting date will change to the second Wednesday of the month in 2020, the Board will be able to review the prior month's financial report at the meetings in the future.

Old Business

A. MarCom and Branding Committee Update

Ms. Wallace handed out her written monthly update to board members for details on how the Scope of Work of the Marketing Agreement with the DDP continues to be met. Ms. Wallace then introduced Keesh Pankey of Desibl Studio. In November Mr. Pankey presented a prototype of a custom bike rack for the Welton Corridor. This month he presented a prototype of the custom trash receptacle to be used in the BID. From an initial survey of the

BID with Ms. Wallace, it was determined that a total of 35 trash receptacles and 38 bike racks are needed. When viewing the proposed locations map, Board Members noticed that 3 – 4 blocks of the district at both ends were missing from the initial count. Mr. Pankey was asked to update the proposal to include these missing blocks to help connect the ends of the BID to the core blocks.

Ms. Wallace noted that the Branding Committee’s vision is to replace all current trash receptacles with the new style and to install all units at the same time, to allow for equal weathering. The Committee also enjoyed the use of the 5 colors of the Five Points Star for bike racks and trash receptacles. They felt the amenities bring vibrancy, a sense of place and a feeling of inclusion.

Discussion of the receptacles included a warning to allow for door clearance for those parked on Welton, potential to include placement at non-commercial properties that would like to purchase the amenities, as well as the appropriateness of the variety of colors in the Cultural Historic District. Questions were raised as to whether the placement of the amenities in the right of way will require review by the City’s Landmarks Commission. Mr. Books volunteered to research the permit application process and potential for design review requirements.

Mr. Pirkopf made a motion to approve the design and placement of the trash receptacles, based on a second survey that includes omitted blocks, with a budget not to exceed \$70,000. Dr. King seconded the motion. Vote: unanimous in favor, motion passed.

Mr. Pirkopf then motioned to approve the proposed color scheme of the trash receptacles and bike racks. Mr. Beal seconded the motion. Vote 3 – 2 in favor; motion passed.

Ms. Wallace then updated on the final standings of the survey of stakeholders to identify priorities for 2020 for the BID. Top three items were 1. Trees 2. Art Walk/Mural Program 3. Archway/Gateway signage

Because of the Christmas holiday, the next Marketing and Branding Committee meeting will be on January 2nd.

B. Board Expansion Update

Ms. Moyski reported that the ordinance to expand the Board from 5 to 7 members was approved at the same time, but in a separate ordinance, as the 2020 Budget and Operating Plan. She informed the group that the Mayor decides who is appointed from the pool of applicants. The Board asked Beth to work with the Mayor’s office to allow for the application process be reopened through the February 12th Board Meeting and that Ms. Wallace coordinate notification of the application period to stakeholders.

Dr. King noted that the BID’s bylaws relating to Board structure seems to conflict with the City Ordinance’s required Board Officers. Ms. Moyski noted that the ordinance was drafted by the City Attorney’s Office and may be boiler plate language. Ms. Moyski will consult with the BID’s legal counsel to determine any necessary course of action.

C. Deep Rock Mural and Banners Update

Mr. Martinez reported that Colorado Lighting is confirming where they will be able to place the top banner arm on the light poles so that Ms. Wallace can resize the banners appropriately.

Mr. Martinez then asked the board for any background knowledge regarding the glass used on the Deep Rock building murals. The glass contractor he had been consulting with noted that he believed the other murals are adhered to spandrel glass, an opaque or tinted glass meant to hide mechanical workings behind the glass. Edgewater does not have spandrel options but can paint glass to have a similar effect. Additionally, after visiting the site the labor estimate increased because of unexpected difficulties to install the glass. Mr. Martinez asked the board if they would like him to proceed with the new estimate of \$2395 to install clear glass or \$2995 to install a painted glass. After discussion the Board asked Mr. Martinez to find other estimates for the work and move forward as necessary.

D. Christmas Lighting Update

Mr. Martinez informed the Board that all paperwork and payment arrangements were complete, and that Denver Illuminations will be installing Christmas lights to the trees on the 2600 and 2700 blocks of Welton. Dr. King explained that the two proposals that the BID received were very close in price, but Denver Illuminations' proposal includes lighting of a large tree at the Five Points Intersection if that is installed this year. The install is scheduled for the second week of December. Dr. King noted that the late install date is a result of the late start in planning for the light installation and that in future years coordinating this process needs to occur in the Summer.

New Business

A. 2020 FPBID Board Meeting Dates

For access to the large meeting room at the Blair Caldwell Library the Board has changed their regular monthly meeting day to the second Wednesday of the month. Meetings will still start at 2:30 PM. The new meeting location and day will begin with the January 8, 2020 meeting. A listing of meeting dates and locations was given to Board Members. Dr. King motioned to accept the list of proposed Regular Board Meeting Dates for 2020. Ms. Stiger seconded the motion. Vote: unanimous in favor, motion passed.

B. FPBID 2020 Management Agreement with DDP

To discuss both the Management Agreement and MarCom Agreement the Board asked the staff to leave the room. In the case of the Management Agreement, the only update the board asked for was to add on oversight and management of the maintenance contractor at the proposed increase amount of \$5000. Dr. King motioned to accept the Management Agreement as amended and Mr. Beal seconded the motion. Vote: unanimous in favor, motion passed. DDP staff will make the changes to the Agreement and bring a copy for execution to the January Board Meeting.

C. FPBID MarCom Agreement with DDP

The Board had several requests of the MarCom Agreement and asked that DDP Staff amend to address the following issues:

- Requirement of one social media post a day on one or any combination of the BID's social media channels and monthly reporting of the posts.
- Development of metrics and tracking the growth of followers of the BID's social media channels.

- Less focus on the development of a small business resource build up and increase focus of public relations and story ideas focused on the BID corridor.
- Communication of active and inclusive uses of Sonny Lawson Park.
- Monthly reports of meetings with business and property owners and other stakeholders.
- Monthly reporting and tracking of upcoming opportunities for the BID in the form of partnerships, events, projects and potential tenants.

No motion was made at this time. Further discussion was tabled until revisions are made, and updated agreement brought to the Board at the January Meeting.

D. Potential First Friday Jazz Event

Mr. Books informed the Board of a potential program that has received initial funding support from the City. The Jazz Hop event organizer will be working with area businesses to curate jazz artists and bands in 2 – 3 businesses on the First Friday of every month, except for May, when the Five Points Jazz Fest takes place. The overall goal is to promote the Jazz culture of the Welton Corridor while encouraging visitors to visit the various businesses on the corridor.

The event coordinator is looking for potential sponsorship. Mr. Books noted that the current sponsorship ask of the BID is \$10,000 which is the amount budgeted for 2020 for event support. Mr. Books asked the Board to consider if this is thought of as eleven one-off events, or more of a programmatic effort because it is a regular monthly event that is aimed at promoting the history and culture of Five Points as well as the businesses and available store front opportunities in the BID. If it is considered more programmatic, the sponsorship of this event can potentially come from operating funds as opposed to the budgeted fund for special event assistance.

After discussion from audience members asking what constitutes an eligible event for funding assistance from the BID, Board members noted the need to better define what they are considering events and the application process. Mr. Pirkopf also noted that the Jazz Hop idea should also be encouraged to utilize Sonny Lawson park as a potential venue as the seasons allow.

The board decided to table the issue until the January Board meeting to develop more parameters and discuss with event promoters the Jazz Hop idea further.

District Maintenance Report

Included as a written update in the full meeting packet.

Public Comment

Ms. Moyski informed the group that on that evening Denver's Road Home will be lighting their display in Sonny Lawson Park to represent the number of homeless counted in Denver during the 2019 Point in Time Survey. The event is meant to raise awareness of the homelessness issue here in Denver, as well as recruit volunteers to assist with the 2020 Point in Time Survey that will be done in late-January.

Charles Foster, a local tour operator, encouraged the Board to address damages to the historical plaques on Welton and consider moving them to where they are still viewable, but out of the reach of vandals to protect them in the future. He also mentioned historical stencils that used to


be located on several buildings in the neighborhood that have gone missing over the years. He noted that both the stencils and the plaques reflect the importance of the Five Points area and deserve some extra care. Mr. Pirkopf asked staff to trouble shoot the issue and determine a plan to address the plaques soon.

Raymond Roundtree asked for an update on the progress of the rehabilitation of the Rossonian Hotel. Mr. Books reported that the development team continues to work through the permitting and review process at this time. When Mr. Foster later asked about the Rossonian sign, Mr. Books informed him that the plan is to keep the sign on the building.

LaShida Sayer, Zozo Group, informed the Board that snow removal from the storms the prior week led to several dangerous and impassable cross walk ramps and intersections. She worried that there were ADA compliance issues at stake. Ms. Sayer also raised concerns that her comments in past meetings regarding the cultural and historic significance of Five Points have been included as "general discussion" in past minutes. Ms. Sayer wished to enter into the Public Comment Record her concern that the promise to respect the cultural and historic significance made by BID proponents in the development of the Five Points BID is not being delivered.

With no further business to discuss Dr. King motioned to adjourn the meeting and Mr. Pirkopf seconded. Vote: unanimous in favor, meeting adjourned at 4:53 PM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 8th day of January 2020.



FPBID Board President

Attest:

