



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
July 14, 2021
MINUTES

Meeting Held: Wednesday, July 14, 2021, at 2:30 PM,
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
Maedella Stiger, Vice President
LaSheita Sayer, Vice President
Haroun Cowans
John Pirkopf

Excused Absence:
Nathan Beal, Treasurer
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 2:30 PM.

Approval of Board Minutes – June 12, 2021

June Board Minutes were not reviewed at this time and were tabled until the August meeting.

Treasurer's Report – May 2021

Mr. Martinez gave the May 2021 Financial Report to the board on behalf of Mr. Beal. A total of \$14,374 in expenditures was made in the month of May, which were then listed individually. The final account cash balance at the end of the month totaled \$284,253. With no questions regarding the May 2021 financial report, Ms. Sayer made a motion to accept the May 2021 Treasurer's Report. Mr. Cowans seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. Seating and Plaza Enhancements Update - DOTI

Mr. Cobbins introduced Brett Boncore and Jason Whitlock to the group and gave a brief overview of the updates and history with DEDO and DOTI on the area enhancements that

include the Clarkson Street community seating area, behind the Five Points Plaza building, and the pedestrian plaza at the Five Point Intersection (FPI).

Mr. Boncore from the City's Department of Transportation and Infrastructure (DOTI) noted that the FPI pedestrian plaza is an idea that was introduced with a number of other ideas in one of several area plans, studies and action plans that have been developed by the City with community input over the last decade for the greater Five Points Neighborhood. The Northeast Downtown & Five Points Action Plan was established to map out and identify the over 100 projects developed in these plans that were both funded and unfunded and utilize framework goals for a structured multi-year phased program of investment in infrastructure programs. The Action Plan was established to help organize and prioritize the various projects outlined in the various plans.

There is currently funding to move forward with a phase 1 of "summer projects." Beginning in August, the City would like to start planning with the community as to where it makes sense to begin investing in other "near-term" projects with remaining funding. Lastly, for projects that are beyond current funding, they would like to hear from the community on how to spend long-term funds.

Today is meant to talk about the phase 1 projects that are ready to be implemented this Summer or later in the Fall.

Mr. Boncore then introduced the first of the big move ideas, "The Point" Pedestrian Plaza Expansion. The idea came out of the Five Points Neighborhood Transportation Management Program. The idea is to expand the area for public seating, planters and trees at the plaza. The improvements will also simplify vehicular movements, provide pedestrian safety and add paint and post pedestrian islands and bulbouts around the intersection. The area will also feed into the Clarkson Street closure.

In order for the amenities to be added to the expanded pedestrian plaza, DOTI has been working with the FPBID to discuss possible partnerships to augment City services to provide for maintenance and upkeep of the amenities. Currently, the City does not provide such services for this type of enhancement. Mr. Boncore then showed examples of other corridors in the city that have enjoyed similar enhancements. Four additional locations on the corridor that have been identified for bulbout enhancements are at the intersections of 24th, 25th, 26th and 29th Streets.

Mr. Whitlock then spoke to the proposed Clarkson Street closure that came to the City as a patio expansion application. Mr. Cobbins noted that the original idea was for a patio expansion but has evolved into a community-wide use for area businesses and activations. Mr. Whitlock briefly discussed the lessons City staff have learned about the community engagement and economic benefit these types of expansions in other corridors and districts have provided since their inception at the beginning of COVID restrictions.

Even though there are two separate spaces being created here, the ultimate goal is to have the spaces feel as one. Federal level grant funding was obtained by the City to support these enhancements.

Mr. Boncore noted that they have been working with the Councilwoman's office to do a call for artist to provide artwork such as street murals to the enhancements. The City will be putting out a call to artists soon and meaningful ties to the Five Points community will be an important qualifier for artist selection.

Ms. Sayer shared concerns that the intersection was being transformed into a traditional 4-point intersection. Mr. Boncore noted that the input from past meetings was taken to heart and the current design, while closing off a portion of the roadway, still has five active road points to the intersection. The design team also incorporated comments from Denver Fire regarding their turning radius needs at this intersection. Access to 26th Avenue is still allowed from Welton.

Ms. Sayer expressed great concern that public comment that was not in favor of this design in the past was not incorporated at all. She noted that while the BID does represent a portion of the community it does not represent the entire community of Five Points. She expressed great concern of the validity of the public engagement that has happened to date and the impact that these enhancements will have on the history of the community.

Mr. Cobbins noted that he sees the plaza enhancements as a way to bring a spotlight to the Five Points neighborhood and the intersection. He believes this is a positive way to slow things down in the corridor and not speed through on their way out of the City.

Ms. Stiger noted that removing any portion of the roads at the FPI completely takes away the character and history of the important intersection. She noted that this is not a decision that should be placed solely on the BID.

Mr. Cowans noted that more of the community needs to be involved in this. He would be disappointed if this is moving forward without more community involvement.

Mr. Boncore recapped the history of the community input process beginning in 2018 with the Five Points Neighborhood Transportation Management Program through 2019. Community involvement and prioritizing was done at that time. This project scored most highly to move forward with in that process. At that time funding was not available. Outreach has been ongoing in more recent months and funding has since been identified as well, and City staff has been asked to move forward with projects that are ready, including the FPI plaza enhancements.

Ms. Sayer reiterated that public engagement for this project has been poor and she is highly disappointed in the way outreach was done. She felt strongly that the concerns voiced by people in past meeting was not taken into account over the two years since last presented to this Board.

Mr. Cobbins noted his frustration to see other areas and business corridors around Denver receive enhancements and beautification efforts while nothing seems to continue to happen in Five Points.

Elbra Wedgeworth who has been assisting the City in their outreach efforts, noted that close to 30 meetings with stakeholders to discuss the plaza enhancements have been completed to date. Ms. Wedgeworth also noted that the Councilwoman's office has been notified and was included in determining the participants in the Community Advisory Group meeting that is coming up and the larger public meeting in August.

Mr. Cowans noted that he appreciates the efforts Ms. Wedgeworth has undertaken and that his primary concern is to make sure the community is involved in this discussion.

The project team committed to meet with Ms. Sayer to share the outreach they did and the results. Mr. Cobbins notes that the Community Advisory Group is meeting later this month and will share info on the meeting with Ms. Sayer.

Mr. Boncore wrapped up the discussion with a timeline of upcoming community meetings and implementation of phase 2 projects based on community input.

B. Juneteenth Event Grant Report

Norman Harris, Juneteenth event coordinator through the JMF Corporation, gave a summary on the events that happened during the three-day event, including a kick off concert at Levitt Pavilion, the annual parade through the Five Points Neighborhood and the two-days of a street fair event. The event attracted about 30k-40k people per day, giving the businesses in the BID a great opportunity to reach out to new potential customers. Mr. Harris welcomed the positive and negative feedback from businesses, and event goers. Mr. Harris mentioned he would like to investigate further the possibility of including the entire FPBID district in the event in the future. He also noted that he would like to look into contracting with the BID's maintenance contractor as they are familiar with the area and have the equipment to provide good service.

Mr. Cobbins praised Mr. Harris for his efforts to put on the event on the midst of the challenges of ever-changing COVID restrictions.

C. Jazz Along Welton & MLB ASG Activations

Mr. Cobbins thanked Ms. Sayer for her efforts in coordinating the events in the BID and noted the enjoyment of seeing people enjoying music and dancing in the neighborhood again.

Ms. Sayer reiterated her commitment as a Board Member to promoting business in the FPBID and that was her drive in coordinating these activations. Ms. Sayer discussed the Negro League exhibit along the fence at Sonny Lawson Park and thanked Five Points Marketing Group for their efforts. The display will be up through the end of July. Music wise she noted that the stage at the FPI proved to be the more popular location.

Ms. Sayer noted her desire to see much more participation from Corridor businesses with activations like this that the BID puts on for them. She expressed disappointment with the

number of businesses closed on Monday despite an activation going on in the corridor. Mr. Cobbins noted that people are definitely out in the district on Mondays, but it is very quiet among open businesses.

Mr. Cobbins noted a victory from the weekend was having Rockies club dignitaries involved in an event in the district who then committed to doing more activations in Five Points.

Ms. Sayer hopes to hear from area businesses as to if the activations had any impact on weekend sales.

Ms. Sayer also thanked Mr. Pirkopf, Mr. Martinez and CSG for all their help as well.

New Business

A. Meeting Time Discussion

Mr. Cobbins initiated discussion amongst Board Members on starting the idea of holding the Board Meetings in the mornings instead of afternoons. Mr. Cobbins noted that his intent is to hold the meetings at a time that may allow for greater involvement of FPBID business owners and other stakeholders. After discussion the Board agreed to move the remainder of the 2021 meetings to a 10 a.m. start but continue to hold the meetings on the second Wednesday of every month.

MarCom Update

Ms. Frazier reported on the various projects she and her team at Five Points Marketing Group have completed and continue to work on at this time.

The All-Star Weekend activation was a success with Jazz Along Welton. Ms. Frazier connected with 22 businesses and handed out flyers to promote Jazz Along Welton.

Ms. Frazier noted post on the FPBID's social media platforms to promote FPBID businesses and events in the area. She also mentioned several strategies she has used to help build followers and interactions on the platforms.

Ms. Frazier noted that the Marketing Subcommittee is also investigating the possibility and level of interest in holding outdoor events such as a movie night in the district and will also be discussing a Holiday Lighting plan. She is also looking to start work on a website rebuild as is outlined in the contract's Scope of Work.

District Maintenance & Administrative Update

With time in the meeting running out, Mr. Martinez gave an abbreviated update and informed the Board that he expects work to begin later this month, possibly early August, on the tree pits along Welton for dead tree removal and soil remediation in preparation of new tree plantings in the Fall. He also noted that his team is working with CSG to develop a quote for the repair and resetting of the tree grates in the right of Way at the Five Point Intersection.

Ms. Sayer pointed out that the current signs on trees slated for replacement note that the work will happen in the Spring and suggested an update to the signs.

Ms. Sayer also asked if any progress had been made on determining who is responsible for the care of the historical marker in front of Coffee at the Point and getting repairs to the marker completed. Mr. Martinez noted that he will investigate more to determine where original files may be kept and determine if the FPBID can take over maintenance.

Public Comments

No comments from the public were made.

With no further business to discuss the meeting was adjourned at 4:05 pm

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 11th day of August 2021.

DocuSigned by:
Ryan Cobbin
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FPBID Board President

Attest:

DocuSigned by:
Lucia Martinez
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