



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
March 13, 2024
MINUTES

Meeting Held: 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, Board Chair
Paul Books, Co-Vice Chair
Nathan Beal, Treasurer
Fathima Dickerson
John Pirkopf

Absent: Maedella Stiger, Co-Vice Chair (Excused)
Nina Rupp (Excused)

BID Staff: Norman Harris, Executive Director
Vincent Martinez, Downtown Denver Partnership,
Ryan Butcher, Downtown Denver Partnership
LaSheita Sayer, ZoZo Group

Guest: Darius Shelby, City Council District 9 Office

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 – 2/14/24
With no requests for discussion or corrections noted by any Board Members, Mr. Books moved to approve the minutes from the February 14th meeting, Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

C. Treasurer’s Report April – December 2023
Mr. Beal reported that the January report is not complete yet and will be reviewed with the February 2024 report in April. Total expenditures in December amounted to

\$40,677, and the ending balance was \$367,810. Total expenditures for the year 2023 was \$351,946.30. Mr. Martinez noted that a number of the expenditures in December were related to the Holiday Stroll and he and the accounting team are working on closing out the accounting from the event. He will report on both the Holiday Stroll and Jazz Roots event in April.

Mr. Cowans called for a motion to approve the Treasurer's Report. Mr. Pirkopf moved to accept the December 2023 Treasurer's Report. Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

D. Ratify Email Votes

Mr. Harris recapped the email vote held on March 1st to choose a payroll vendor. Two companies were considered. In the end, the Board voted 4 – 0 to select Gusto as the provider. Mr. Cowans called for a motion to ratify the email vote to utilize Gusto's Simple Plan for payroll services. Mr. Pirkopf moved to ratify the vote. Mr. Beal seconded the motion. Vote: unanimous in favor, motion passed.

E. Review and Vote: Executive Director Employment Agreement

Mr. Martinez reviewed the terms, duties and compensation of the Executive Director Employment Agreement that Board Members reviewed prior to the meeting. With no questions or comments from the Board, Mr. Cowans called for a motion to approve the employment agreement. Mr. Books moved to approve the Employment Agreement as presented. Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

F. Vote to Submit Audit Exemption Application

Mr. Martinez explained that the BID is required to either conduct an annual audit or submit an Audit Exemption Application. He then noted that historically the Board has elected to submit an Audit Exemption Application because they are eligible to do so, and because financial statements are reviewed at every Board meeting and are available online. The due date for the application is March 31st. Pending approval, Board Members will be sent the application for electronic signatures. Mr. Cowans called for a motion to approve submission of an Audit Exemption Application for FY 2023. Mr. Beal moved to approve. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

New Business

No items for discussion.

Old Business

A. Jazz Roots Wrap Up and MarCom Update

Ms. Sayer presented slides and photographs of last month's Jazz Roots activation. She mentioned that the activation was meant to reflect the portion of the Five Points BID's Mission Statement of cultural preservation of the Welton Corridor. Ms. Sayer noted that

locations were selected to activate both ends as well as the heart of the corridor. The activation utilized live venues, district businesses, a lease-ready vacant store front, and apartment building lobbies for the various entertainment acts. She explained that this activation was a much larger production than last year's in terms of marketing, sponsorship, participating locations, and number of acts.

Ms. Sayer took a moment to mention the Luncheon held with University of Colorado Denver's Black Student Services Program Director, Ken English to connect black college students interested in entrepreneurship with several successful Five Points business and property owners.

When asked by the Board for his feedback on the two event dates, Mr. Harris noted a visible impact on businesses as well as a diversity in those attending the event. He also took a moment to share a couple of different testimonials of businesses running out of product and accounted the success of the event to the level of partnerships that occurred between the businesses and the BID and other organizations.

During the Jazz Roots update, Mr. Cowans had to leave the meeting and Mr. Books took lead of the meeting.

B. Historical Markers Update.

Mr. Martinez reminded the Board that they had originally allocated \$12,728 for repairs and reprinting of the self-guided walking tour historical markers along the corridor as well as the monuments at Cousins Plaza and the Five Point Intersection.

Mr. Martinez noted that the original designer of the markers, Sharon Nunnally has been leading a volunteer group to make the reprints and coordinate installation. Unfortunately, in the printing of the artwork for the monuments, there was a dimension oversight, and the pieces were printed at the wrong size. As a result, the pieces need to be reprinted and he is asking the Board to approve an additional \$2,110 in funding.

Mr. Martinez noted that it was an unfortunate oversight made by volunteers and thus the reason the BID is being asked to cover the cost as opposed to if they had been working with a paid contractor who made the oversight.

Mr. Harris asked if there is power running to the monuments with the idea being potentially upgrading the monuments at a later date. Mr. Martinez was not positive if there was power running to the monuments but noted that there is nothing protecting the monuments to stay as is and upgrades are possible.

Mr. Books agreed that long-term upgrades should be considered down the line but that now it seems appropriate to allow for the funding for these pieces as they are in need of repair.

Mr. Beal asked if the artwork was at all useable and how bad the misprint is. Mr. Martinez confirmed that it is not a misprint but a wrong size issue.

Mr. Books called for a motion to approve the additional funding for the reprinting of the monuments' artwork. Mr. Pirkopf moved to approve the additional funding. Mr. Beal seconded the motion. Vote: unanimous in favor, motion passed.

Director Update

Before giving his update, Mr. Harris took a moment to note that he is encouraged by the energy and the eagerness to be involved that he is experiencing as he visits with business owners and community stakeholders. He said he intends to use BID tools to facilitate the involvement of that energy in achieving BID goals.

A. Jazz Fest Update

Mr. Harris reminded the board of several changes from last years' Jazz Festival including stage footprint, and a focus of event coordinators on the outdoor stages. Because of the refocus on outdoor stages, venues that would like to participate will need to cover the costs of their entertainment. While the BID has dedicated sponsorship funding to the event there will likely still be a budget shortfall.

In order to understand the number of venues that would like to participate, and the budget implications, he is asking businesses that are interested in participating in the Jazz Festival event to reach out and fill out an interest form. He noted receiving three interest forms to date. There is also going to be a Host Venue Informational Meeting on March 18th at 11 AM.

B. Stakeholder Meeting Update

Mr. Harris recapped the stakeholder meeting held about 2 weeks earlier. There were 25 attendees, including business owners, property owners, community organizers, Board Members and DPD. He explained the meeting consisted of introductions, break-out sessions and conversations on visions and goals for the corridor.

Mr. Harris announced that the next meeting will be held on Monday, June 3rd at 11 AM potentially at Spangalang again. He is hopeful that the group can continue to strategize to develop a shared vision for the BID.

C. Announcement / Description of committees

Mr. Harris explained the working committees of the FPBID and their missions. The three committees are Business Support, Events and Volunteers, and Corridor Development. He foresees that Chairs will be selected for these committees and involvement with these committees is how stakeholders will be able to participate and shape BID goals, activities and initiatives.

He noted speaking to the Curtis Park Neighbors RNO recently and receiving several emails of interest from individuals. He committed to announcing meeting dates for the committees at the April meeting and through FPBID social channels.

D. Upcoming Events

Mr. Harris reminded the Board of their sponsorship commitment made last month to the to the St. Paddy's in the Points event coming up this Saturday, March 16th from 11AM –

6 PM. There is hope the upcoming weather will break by Saturday. The pet parade will be held in the morning and in the afternoon there will be a bar crawl with participating venues from 22nd Street to 27th on Welton. Other businesses have also donated prize packs for pet owners. Volunteer opportunities still exist.

Mr. Harris thanked sponsors and again noted how partner buy-in is helping to close funding gaps the BID cannot always cover itself. The parade will be led by a brass band, start at the RTD lot and end at Sonny Lawson Park.

E. Safety and Security

Mr. Harris explained the importance of security and safety in the BID, citing a string of unfortunate incidents over the summer. He reported that discussions with stakeholders is reinforcing the sentiment. He announced a meeting for FPBID stakeholders on April 1st at Noon location TBD. DPD representatives from District 2 and District 6 will be in attendance. He will be meeting with DPD in advance of the meeting to set an Agenda and help focus the discussion and determine realistic asks from the community. He noted that attendees of the Stakeholder Meeting have received invitations to this meeting. He is hoping to set up a regular cadence with DPD for these meetings in the future.

Mr. Harris then discussed his participation in community meetings over the last month including the Curtis Park Neighbors RNO monthly meeting, the Denver BID Council and the Denver Main Streets Committee

F. Miscellaneous

Mr. Harris conveyed a request from Keith Pryor, Chair of the Five Points Historic Cultural District Design Review Committee, of the Board for a stance of support or concerns regarding proposed development plans at 2821 Welton that require a variance from current district design standards.

Mr. Books commented that after reviewing the proposed site plan he felt it was something the Board should be in support of.

Mr. Pirkopf noted that Curtis Park Neighbors RNO is in support of the project, and he did not have issues with the plans.

Ms. Dickerson mentioned that she had not had a chance to review the email from Mr. Harris.

Because of the time sensitivity of the issue, the Board asked Mr. Harris to send the issue of support for the project for email vote tomorrow (3/20/24) to allow board members to review the proposal with more time for questions.

As a point of order, Mr. Martinez noted that when Mr. Harris sends the request for email vote to ask that Members send their vote directly to him, not the entire group, to avoid any open meetings violations.

Once the Board votes to support Mr. Harris will work with Mr. Pryor on drafting a letter of support.

*NOTE: At that time, Mr. Martinez mistakenly said that votes needed to be shared directly with Mr. Harris, but questions could be shared with the group. This is incorrect. Such an email discussion could have been considered an open meetings violation. No such discussion was held for this item.

Mr. Harris reported that he is drafting a Marketing Plan that will include an RFP for services to help tell the story of the FPBID better. His initial audits are showing good social media outreach, but he believes there are ways to better tell the story of the community itself, businesses here now, and opportunities for new businesses in the corridor. Mr. Harris noted that in the end the scope of an RFP will be dependent on prioritizing initiatives of the FPBID as the Board works with stakeholders.

Mr. Harris noted that he has been getting access to a number of the BID's online and social media accounts as he continues to onboard. He noted that the tool the BID has been using for their website management, Wix, is antiquated and really takes a specialist to use. He said that he would prefer to use Square Space as it is extremely user friendly and allows for easy updates.

Lastly, Mr. Harris noted that there as much as a 2-week delay in getting a computer delivered so he has not purchased a machine yet but hopes to have something purchased by April.

Responding to a procedural question from Mr. Pirkopf, Mr. Martinez noted that the web site hosting issue is coming before the Board today because the budget line item with website hosting in it has been paid for the year, so switching to Square Space will cause the line item to go over budget and the Board should be made aware. Typically, the Board accepts an overall operating budget for the year for items such as this and it is up to the Manager /Director to stay within budget to avoid operational delays. Mr. Martinez reminded the Board that there will be a larger Budget Amendment later this year based on adjustments with the hiring of a new ED and updated priorities.

Mr. Harris also noted that a website overhaul will probably be needed to help simplify the website itself and transition to Square Space at the same time.

Mr. Harris closed out his report reinforcing the importance of the committee structure of the FPBID. He wants to lean on the Board to not only be active in the committees but also be chairs of the committees. He is also looking for committee participation as a draw for involvement from those outside the BID borders.

Contractor Updates

A. Administration and Operations

Mr. Martinez mentioned the entryway monument that has been in discussion since 2019 and the challenges with getting it fabricated and placed. He suggested tabling the project due to excessive and expanding costs. He suggested that, if the board wishes to proceed, they should form a committee to decide how to move forward. Mr. Books suggested a re-presentation of the project to familiarize the new board members, and Mr. Harris requested additional information.

Public Comments

Jesse Parris, Five Points community activist asked if there is any opening Information for Welton Street Cafe or Fixins. There was no available information.

Keith Pryor, Curtis Park RNO, Chair Five Points HCDRC Noted that if the Board would like to continue to act as a managing entity for the review committee, he is happy to continue to serve as its Chair. He noted that there are several projects coming online that will need comments and that review times are often within a three-week timeframe. He suggested that the Board discuss this at some point and let him know how they'd like to move forward.

Mr. Books related to Mr. Harris that the FPBID has become involved in the Historic Cultural District design review process as the organization facilitating the Review Committee's meetings. Some work has been done in the past to update the FPBID's website with general info and the application process, however without a director this has dropped off the radar.

Mr. Harris asked Mr. Pryor to check the link he sent him to his online calendar to set a meeting to discuss the Committee.

Darius Shelby, City Council District 9 Office, informed the group that Councilman Watson is hosting a business community meeting for stakeholders in the Five Points and Ball Park neighborhoods on Thursday March 21st, 11 AM – 12:30 PM at Silver City, 2121 Larimer St. Info will be released Thursday, and he will share with Mr. Harris.

Mr. Books will share the requested contact info for Fixins with Mr. Shelby.

With no further business to discuss, Mr. Pirkopf moved to adjourn. Mr. Beal seconded the motion. Vote: Unanimous in favor, the meeting adjourned at 11:32 AM.

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District's March 13, 2024 Regular Board Meeting. Approved this 10th Day of April 2024.

FPBID Board Chair

Attest:
