



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING MINUTES  
February 7, 2018

Meeting Held: Wednesday, February 7, 2018 at 2:30 pm at the office of the Five Points Business District, 2444 Washington Street, 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 and 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, 1<sup>st</sup> Vice President  
John Pirkopf, 2<sup>nd</sup> Vice President  
Nathan Beal, Treasurer  
Tracy Winchester, Secretary (non-voting)  
Maedella Stiger

Staff: Tracy J. Winchester, Five Points Business District  
Nell Washington, Five Points Business District

BID Members: Darrell Nulan, Staff, Thomas Bean Foundation  
Ryan Cobbins, FPBID Chairman, Advisory Board, FPBD Board Member,  
Coffee at The Point  
Max Speth, Four Winds Interactive  
Daryl Oliver, RE/MAX Urban Properties  
Michael Martinez, The Rolling Pin Bake Shop  
LaSheita Sayer, ZoZo Group LLC  
Myron Melnick, 3001 Welton LLC  
Nina Rupp, Marble Empire, Inc.

Guests: Raymond Rountree, FPBID Advisory Board Member  
Tamara Banks and friend Lisa, Chaka M Zee

**CALL TO ORDER**

Meeting was called to order by Paul Books at 2:35 pm and introductions were done around the boardroom.

## **DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST**

There were no potential conflicts of interest concerning items on the agenda.

## **APPROVAL OF MEETING MINUTES**

A motion was made by Dr. Renee C. King to approve the meeting minutes of January 3, 2018. Seconded by John Pirkopf. Vote: Unanimous in favor, motion carried.

## **PUBLIC COMMENTS**

Raymond Rountree thanked everyone for their participation in his son's fundraiser, **Spin for Opioid Sensibility**, for The Raymond Rountree Jr. Foundation, Inc. that was held Saturday, January 20, 2018, 1:00 pm, at CYCLEBAR, 7824 Park Meadows Drive, Lone Tree, CO 80124. Everyone was glad to hear it was a successful turnout for the fundraiser and what he is trying to do in remembrance of his son.

Tamara Banks, freelance journalist, talk show host and documentary filmmaker, and a Five Points neighborhood icon, attended the meeting to hear more about gentrification in Five Points and the ongoing development in Five Points around gentrification. She has been attending the gentrification meetings around town and is committed to being involved and informed.

LaSheita Sayer, ZoZo Group, LLC, wanted to get an update on the street parking meetings. Paul Books informed her that the meetings were in the 3<sup>rd</sup> phase and were looking at all blocks in Five Points. Some of the changes would include removing the meters on Welton Street but still have 2-hour parking signs and also to expand parking time to 10:00 pm. A draft proposal is being done to send out to all residents for comments, after receipt of comments, there will probably be another meeting. We are looking at sometime this summer to incorporate changes.

Myron Melnick thanked the BID board members for all their hard work since the formation of the district. He suggested that we think about different meeting times so that other businesses can attend the meetings. He mentioned maybe around 7:00 pm. Myron also thought that it would be important to have a website and thought it was mentioned approximately a year ago. He made comments concerning gentrification and the Ink Coffee Shop dilemma. Myron also thought Front Range was too expensive and could possibly find people and pay federal wages.

## **OLD BUSINESS – PEDESTRIAN LIGHTS**

Maedella Stiger wanted clarification from the board about the funds being used to pay for the pedestrian lights along the Welton Street Corridor. Her understanding was that the 20 new pedestrian lights to be installed in the former 2-block maintenance district will be paid for from the remaining funds of the maintenance district account and any lights installed thereafter would be discussed if funds are coming from that account. Paul Books reassured her that the funds from the old maintenance district are being utilized for the 2-block area only. Any

additional lighting in the 10-block area for now is considered long term. Tracy Winchester stated that the light assessment done for the area showed that we didn't need additional lighting at present. There was a discussion on other ways to pay for additional lighting in the future through grants and fundraising. A statement was made for the record that the maintenance district funds will be used for the 2-block area only iff expansion is considered for the remaining eight (8) blocks, the property and business owners in the 2-block former maintenance district would not be charged.

#### **ADVISORY COUNCIL REPORT – RYAN COBBINS**

Ryan Cobbins stated that the first Advisory Council meeting will be Monday, February 12, 2018 from 4:00-5:00 pm at Coffee at The Point. About 8-9 people are expected to show up for the meeting and he will update the committee on the lights, irrigation, and trees. Ryan stated they were getting organized and ready for discussion on matters. A discussion was held on the budget and getting a website done for the BID. As of February 1<sup>st</sup>, a FPBID page was added to the FPBD website. Ryan told the board and members that marketing tips from anyone would be welcomed about what we want to see on the Welton Corridor.

#### **FPBID OPERATIONS REPORT – TRACY WINCHESTER**

Tracy Winchester introduced Nina Rupp, President & CEO of Marble Empire, Inc., and member of the Chinese Chamber of Commerce, and reminded all that Nina Rupp is sponsoring our first "Five Points Business After Hours" tonight from 5:30 pm – 6:30 pm at 2025 Welton Street. Invited all to attend.

Tracy Winchester introduced Casey Murphy, Outfront Media, for his presentation to the board on how to take control of the message on Welton Street with our three (3) billboards. The price for our billboards is \$692/billboard for one month. He spoke about posters and impressions and how many eyes will lay on our signs through the amount of impressions from cars, people, and transit system. Casey also spoke about adding a mobile aspect to the campaign and explained that process and price.

Tracy received two (2) proposals for winter watering. Price ranging from \$720 - \$1200. CityScapes quoted \$350 per watering for three (3) different dates equaling \$1,050 for 36 trees. in February and March. Front Range quoted \$720 for one-time visit 25-30 gallons of water per tree. Everyone agreed that trees needed winter watering. A motion was made by Nathan Beal to approve winter tree watering. Seconded by Renee C. King. Vote: Unanimous in favor, motion carried.

Tracy Winchester stated that she will have the Annual Report done by next board meeting. Also, the board will hold off on voting for check policy until the next BID board meeting.

#### **2018 FPBID Marketing Tactics – Tracy Winchester**

Billboards – Used to feature local businesses on Welton St. and major community events. Control the advertising messaging on the corridor and self-promote our businesses and historic district.

**Brochures** - \$600 membership with Visit Denver will allow us to get our brochures at the airport, major hotels and visitor centers across the metropolitan community. Drive tourism to the corridor and create a branding tool that invites people to our neighborhood.

**Banners** – With the addition of 20 new pedestrian lights, we can promote the historic district and our businesses by using them as wayfinding signs. Banners will also be installed on the 24 Xcel lights that extend down to the 20<sup>th</sup> block of Welton.

Total Billboards, Brochures, Banners \$36,500 – Sources of funds from 2018 budget – Marketing \$20,000, Security \$30,000, and Contingency \$20,000 – Totaling \$70,000. The billboards are currently on a one-month contract with FPBD.

Ryan stated that he would take the marketing tactics to the Advisory Council to discuss and get back with us on their thoughts and ideas.

#### **FPBID Request for Proposal – Tracy J. Winchester**

Tracy Winchester presented the Request for Proposal for FPBID Cleaning, Maintenance and Landscaping Services. The selection committee would comprise of the Board of Directors and the Advisory Council committee members. Tracy suggested the board look over RFP and get comments back to her no later than Wednesday, February 14<sup>th</sup> and get proposal out to the public by Friday, February 16<sup>th</sup>. Proposals are due by 3:00 pm MST Wednesday, February 28<sup>th</sup> and should be presented to the FPBID Board and Advisory Council. A pre-bid meeting will be held with the proposers to conduct a walk-through of the Welton Corridor two weeks later. Proposal timeline stated new vendor in place by Tuesday, May 1<sup>st</sup>, 2018. A discussion was held about the various timeline dates and it was agreed to push dates back one week from dates on the cover sheet.

#### **BID Insurance – Tracy J. Winchester**

Tracy Winchester gave thanks to Rick Kron, Spencer Fane, to encourage the BID to join the Colorado Special Districts Property and Liability Pool. This company was formed in 1988 when few other choices were available for public entities. The membership fee is \$271.25 to purchase general liability insurance minimum \$2,000 - \$3000 per year. They do not offer insurance for Directors and Officers.

Renee King asked if the City of Denver offered any protection for BID's since we are considered a quasi-government entity. Tracy said she would check to see if the City of Denver offered any insurance for special districts.

#### **TREASURER'S REPORT – NATHAN BEAL**

Nathan Beal gave the financials for month end January 2018. The ending balance for January 2018 was \$178,699.84. Total expenses \$3,614.22 – Front Range Services \$1,100. Excel Energy \$138.22. OutFront Media \$2,076.00. OutFront Media \$300.

Motion made by Renee C. King to accept the Treasurer's report. Seconded by Maedella Stiger. Vote: Unanimous in favor, motion carried.

## **CHAIRMAN'S REPORT – PAUL BOOKS**

Paul Books discussed his 2017 and 2018 BID Potential Capital and Ongoing Budget Options list and asked the board to respond by email and prioritize by numbers the various options according to importance. Renee King suggested having work sessions to go over all the items listed on the capital and ongoing budget options list. Nathan Beal suggested at least two (2) board members get together and go over options list once comments are received from board members and Advisory Council committee members. Paul Books and Renee King volunteered to meet and discuss the comments and later plan a special meeting for everyone to attend.

Paul Books informed the board about Downtown Colorado, Inc., an organization that Rick Kron suggested membership for the BID. The membership fee is \$250 per year. Tracy Winchester was familiar with the organization from the FPHD being a member a few years ago. Paul Books will contact a representative from the organization to attend our next board meeting to discuss the benefits of membership of the organization.

Paul Books asked for a volunteer from the BID Board to meet with him to attend the Five Points Business District (FPBD) Strategy Committee meeting to begin conversation about the administrative and structural changes that will occur once the FPBD is dissolved possibly by June 30, 2018 or by year's end, December 31, 2018. Maedella Stiger volunteered to attend and John Pirkopf volunteered as an alternate.

## **NEW BUSINESS**

John Pirkopf asked for an update on the pedestrian lights. Tracy Winchester gave an update on the pedestrian lights. She stated that the board approved 20 lights but after Colorado Lighting did their walk through they found there may be 21 or 22 light fixtures. One (1) at the Plaza across from RE/MAX office and one (1) near 715 Club further down the street. Tracy stated that the order was put in last week for 20 actual light fixtures.

## **ADJOURNMENT**

There being no further business to come before the Board and upon motion duly made by Renee King, seconded by John Pirkopf and unanimously carried, the meeting was adjourned at 4:45 pm.

The foregoing minutes constitutes a true and correct copy of the minutes of the above-referenced meeting and was approved by the Board of Directors of the Five Points Business Improvement District.

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Tracy Winchester, Secretary, FPBID Board of Directors