



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
April 12, 2023
MINUTES

Meeting Held: Wednesday, April 12, 2023, 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:
Haroun Cowans, President
Paul Books, Co-Vice President
Maedella Stiger, Co-Vice President
Nathan Beal, Treasurer
John Pirkopf

BID Staff: Vincent Martinez, Downtown Denver Partnership
LaSheita Sayer, ZoZo Group

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 – March 8, 2023
With no requests for discussion or corrections noted by any Board Members, Mr. Cowans called for a motion to approve the Minutes from the March Board Meeting. Ms. Stiger so moved; Mr. Beal seconded the motion. Vote: unanimous in favor, motion passed.
- C. Treasurers Report.
Mr. Beal presented the February 2023 Financial Report to the Board, and briefly broke down each expense. Total expenditures for the month amounted to \$10,508 with a final cash balance of \$359,372. Mr. Cowans called for a motion to accept the Treasurer's Report. Mr. Pirkopf moved to approve the February 2023 Treasurer's Report, Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

New Business

- A. Audit Exemption Vote Ratification
Mr. Martinez explained that because the FPBID's annual revenue is below the threshold for a required audit, the expense of conducting an audit, and the BID's financials are

presented at monthly board meeting and posted on the BID's website, the FPBID Board has typically elected to apply for an audit exemption which must be completed by the end of March. To meet the deadline, the Board held an online vote to approve submitting the audit exemption application on March 30th and 31st.

Mr. Martinez noted that four Board Members voted on the issue, all in favor. He then walked through a couple of year end numbers of interest.

After the explanation, Mr. Books moved to ratify the online vote in favor of submitting the 2022 Audit Exemption Application held March 30 – 31, 2023. Mr. Beal seconded the motion. Vote: unanimous in favor, motion passed unanimously.

Upon a question from Mr. Beal, Mr. Martinez confirmed that the \$300,000 threshold is based on annual revenue and not total budget.

B. Streetsense Introduction

Mr. Cowans noted a meeting he participated in with a presentation by Larisa Ortiz, Managing Director of Streetsense. Streetsense works with a number of public sector entities across the country including other BIDs. Mr. Cowans noted that he had hoped to bring in Ms. Ortiz to discuss initiatives her firm has worked on regarding legacy business support and retention. He will work on developing a new date for Ms. Ortiz to present.

Old Business

A. Board Application Process

Mr. Books reviewed the process and timeline for Board applications, instructing interested parties to apply through the City and County of Denver's Boards and Commissions Application portal on their website, denvergov.org. Mr. Martinez noted that the Mayor's office would like to have all applications in by the end of April to start the process in time to get City Council's approval of his appointments before the FPBID's July meeting, the Board's new term start. There are currently two seats open, and three members that will be ending their second of up to three terms in June.

B. Survey Results

Mr. Books highlighted results of the stakeholder survey originally released at the Special FPBID Stakeholder Meeting held on February 7th including:

- Interest has grown and initial outreach has been made to those who indicated an interest in serving on a committee
- Daily/general maintenance was the highest priority identified by respondents
- Neighborhood beautification initiatives ranked second in priority
- Business recruitment, and snow removal third and fourth respectively
- Given a hypothetical budget of \$200,000, most respondents indicated a desire for improved maintenance and security
- While many respondents valued the need for a "BID Manager," desired allocations for such a role were low

A member of the public asked what funding is available for security. Mr. Books mentioned a service Palisade Partners' is installing at their properties with actively monitored security cameras. He noted that those that indicated that they are interested in joining in on a shared security network were given information on the system and the service provider, Overwatch Technologies. Mr. Books noted he intends to bring them to a future meeting to discuss their product. What level the BID participates in a shared network will be influenced by the work of the Business Engagement Committee.

Mr. Pirkopf added that because of the prohibitive costs of hiring off-duty officers or security, it is important for the BID to strengthen relationships with DPD's Community Resource Officers in Districts 2 and 6 through engagement at Board Meetings and other BID events to help share information.

Mr. Books thanked all those that responded to the survey and was encouraged that priorities identified by respondents were not far off from where the Board was already concentrating its efforts. He noted that there will probably need to be some reallocations with the 2023 budget and that the BID Board will determine how to best allocate resources through the committee recommendations and work.

Mr. Cowans also thanked those that responded to the survey and signed up for committee participation. He noted that initial response was low for the two new committees that were established, Business Engagement and Community Engagement) and they will continue to recruit members and select committee chairs over the next month and then set up meeting dates.

- C. Announcement of Committee Chairs and Next Steps
Held as part of the survey results discussion above.
- D. Security/Camera Option
Held as part of the survey results discussion above.

Before giving his report, Mr. Martinez noted that the Downtown Denver Partnership holds a monthly Security Briefing webinar with representatives from DPD District 6 and frequent guests from RTD and city agencies involved in public health and safety. He invited all those who are interested to join and provided registration information.

Capital Expenditures and Administrative Update

- A. Entry Sign
Mr. Martinez reported that Desibl Studio has updated plan documents for the entry monument at 20th and Welton and has submitted them to the City's permitting office as part of the final permit application. He committed to sending ZoZo group mockup images for inclusion in the newsletter.
- B. Xcel Pole Banners
Mr. Martinez noted that supplemental information was requested by the City for this permit as well. The team is currently working on sending them content and sizing information.

C. Viva Streets Reminder

Mr. Martinez reminded the board of the days and times of Viva Streets. He explained that the first event will be held on Sunday May 14th and encouraged those that have the ability to open at some point during the event to do so. There will be three additional events one Sunday per month through August. He committed to bring in event producers to recap May's event, lessons learned and any changes/improvements for the next three events.

Mr. Martinez also noted that Taste of Colorado, also produced by the DDP, will also be tied to the VIVA Streets events providing a festival atmosphere at Civic Center Park . He noted that there are 3 activity nodes along the route with one located on Welton and a small node at Cousins Plaza which will be coordinated by Curtis Park Neighbors.

Mr. Martinez noted that the auto closure will begin at Broadway and Alameda, Continue North on Broadway and turn right on to Welton, terminating at Downing and Welton. The closure is not meant as a course with a start and finish, but rather an open street where pedestrians, bicyclists, skaters and micro-mobility users can feel safe to travel up and down the street and enjoy the city.

Mr. Martinez agreed to connect ZoZo group with the marketing team behind the event to find out how the BID can promote area businesses that will be open during the event.

MarCom Update

Ms. Sayer shared the MarCom report, noting social media outreach and other items they are doing to keep things going as the interim marketing subcontractor, such as business visits and newsletter production.

Ms. Sayer mentioned that Five Points is now home to one of just 3 EV Fast-Chargers in the entire city, located at 28th and Welton.

Ms. Sayer then shared the strategy her team is employing to reach the various audiences of the BID, which they have identified as: Public, Community/Supporters, Business/property, and Board.

After sharing social media reach and engagement success, Ms. Sayer encouraged business owners to share posts and post worthy information so that they can support those efforts. She also shared website updates made last month. Last month's print ad in the Five Points Atlas focused on healthy living options in Five Points. ZoZo group is also producing banners for the pedestrian lights supporting the Five Points Jazz Festival and the Juneteenth Music Festival, two of the events that Five Points is most known for.

Ms. Sayer reminded everyone that the next MarCom committee meeting is scheduled for April 27th and shared work plan items identified so far.

Public Comments

Mr. Pirkopf informed the Board of a case that has been brought before the Board of Adjustment for a Zoning Appeal, a variance request regarding a proposed parking structure at 2000 Welton Street. The applicant is arguing that the requirement to provide screening for above ground

parking structures with a primary street facing façade and within proximity to a historic structure creates an unnecessary hardship.

Curtis Park Neighbors has drafted a sample letter in opposition that Mr. Pirkopf shared on screen and explained the reasoning behind the opposition to the variance.

Mr. Books noted that there is a review Board which the FPBID facilitates meetings for, but this project lies outside of the Five Points Historic Cultural District, where its authority lies. After discussion of the importance of this location as an entry to the BID and the new construction on that side of Park Ave. which has related in an activity dead zone, The Board discussed the idea of sending a letter to the Board of Adjustment in opposition to the variance request.

After discussion on the topic, Mr. Books moved to approve drafting a letter in opposition to the Zoning Appeal for the property at 2000 Welton Street. Mr. Beal seconded the motion. Vote: Unanimous in favor, motion passed.

J. Parris asked for information on an announcement regarding funding recently allocated by the City for grants to small business. Mr. Martinez informed him that the program will be administered by the City and more information is forthcoming.

There were no further public comments.

With no further business to discuss, Mr. Books made a motion to adjourn. Mrs. Stiger seconded the motion. Vote: Unanimous in favor, motion passed.

The meeting adjourned at 11:17AM.

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 10th Day of May 2023.

FPBID Board Chair

Attest:
