



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS SPECIAL MEETING
September 26, 2023
MINUTES

Meeting Held: Wednesday September 26, 2023, at 2:00PM,
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, Chair
Paul Books, Co-Vice Chair

In attendance but reappointment not yet confirmed John Pirkopf
by City Council at the time of this meeting:
John Pirkopf

Reappointments also not yet confirmed and not in attendance:
Maedella Stiger, Co-Vice Chair
Nathan Beal, Treasurer

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

The meeting was called to order by Chair Haroun Cowans at 2:01 PM and noted that because of empty board seats not yet confirmed by City Council, quorum would not be met.

Mr. Martinez explained that Mayor Johnston's office had put a hold on the advancement of appointees that had not completed the confirmation process when he came into office. As a result, the vacant board seats and reappointed seats are still vacant. The manager of appointments to Boards and Commissions is now in place and the confirmation of the new Board Members and Re-appointed board members is expected to happen at either the October 2nd or 9th City Council Meeting. As a result, all voting items were tabled until the October Board Meeting

Mr. Martinez then explained that while no vote can happen without a quorum, he is still presenting the budget to the Board members present and has sent along to the other members as well for initial comments. The two active Board Members can recommend the Proposed Draft

Budget be submitted to the City to meet the September 29th reporting deadline. Once officially confirmed by City Council, the full Board of Directors can then ratify the 2024 Proposed Budget and hold a public hearing at the October Board Meeting or whichever date is chosen.

New Business

A. Councilman Watson Introduction

Mr. Darius Shelby with Councilman Watson's office introduced himself and informed the group that the Councilman would not be able to attend today but that he looks forward to working with the BID in the future. Mr. Shelby noted he is there to share information from the meeting with the Councilman.

B. Holliday Stroll Expansion

Ms. Sayer discussed the upcoming Holiday Stroll event. She gave details about the current budget and the activities that are currently planned, as well as the marketing plan to help draw interest. She also noted that grant funding through the City was applied for to help enhance the experience but no funding was awarded.

Ms. Sayer shared with the Board the added activities that made up the Neighborhood Activation Grant application to the City. The activities included outdoor amplified holiday jazz music, a marshmallow roasting/s'mores building area, photos with Santa and music-themed holiday lights.

Because a number of the test activations that were originally planned for in the 2024 budget did not occur Ms. Sayer proposed that the Board commit those unused funds to enhance the Holiday Stroll experience and presented a proposed budget. Discussion ensued and, in the end, Ms. Sayer agreed to rework the event budget to increase the number of lights to incorporate Cousins Plaza, the BID owned lights at 25th and Welton and potentially partner with business owners to provide lighting throughout the district. Additionally, ZoZo group will provide further detail on the Marketing Plan.

Ms. Sayer also noted that the lighting and music enhancements are meant to stay up for the month of December and not just the day of the Holiday Stroll to help provide a season-long activation.

Board members noted the importance of the reusability of any decorations purchased as well as the effort to connect the entire corridor with décor throughout the year. Mr. Martinez noted that his team received word earlier that all 77 of the Xcel light poles in the district have been approved for banners and installation is being planned now. He noted that additional funding is set aside for printing of new banners and installations, so in the future a holiday banner could be used throughout the district on Xcel poles or for any other event.

2024 Proposed Budget

Mr. Martinez presented the 2024 proposed budget, but reminded everyone that a vote would not be held. He then walked through the budget noting any significant changes and its relation to the work plan for 2024. The Draft of the Budget presented is attached as an addendum to these notes as well as the adjustments and changes suggested by the Board at this meeting and submitted to the City of Denver for City Council review. The Proposed budget will be posted for public review on the BID's website.

Mr. Cowans and Mr. Books suggested moving the October Board meeting back by a couple of days to October 13th allowing new Board Members to familiarize themselves with the proposed budget. The Board will have to ratify this meeting date as well as the Public Hearing date at the October Board Meeting. The Special Meeting and Public Hearing date will be posted on the BID's web site, notice run in the Denver Weekly News and information sent through emails and social media channels.

MarCom Report

Ms. Sayer presented the MarCom report, focusing on the improved newsletter, social media posts, website updates, pedestrian light pole banners, Xcel light pole banners, and the upcoming events calendar.

With no further business to discuss, Mr. Books concluded the meeting at 3:48pm

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 13th Day of October 2023.

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FPBID Board Chair

Attest:
