



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
May 1, 2019
MINUTES

Meeting Held: Wednesday, May 1, 2019 at 2:30 PM at the Blair Caldwell African-American Research Library, 2401 Welton 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 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, 1st Vice President
John Pirkopf, 2nd Vice President
Nathan Beal, Treasurer
Maedella Stiger

BID Stakeholders: Ryan Cobbins, Coffee at the Point, Chair, Advisory Council
Darrell Nulan, Thomas Bean Foundation
Raymond Rountree, ACI Plumbing & Heating, Inc.
Daryl Oliver, Weichert Realtor Professionals
Hugh Brown, Curtis Park Neighborhood Association
Deva Montalbano, Studiotrope

BID Staff: Charlene Laus, Downtown Denver Partnership
Vincent Martinez, Downtown Denver Partnership
Olivia Omega Wallace, Wallace Marketing Group

Guests: Becca Genualdi, Denver Health
Stephanie Snyder, Denver Health
Mark Romano, Denver Health
Todd Berry, Howell Construction
Felix Jovel, 8z Real Estate
Kara Hahn, City and County of Denver, Landmark Preservation
Andy Schlauch, Mainspring

The meeting was called to order by Board President, Paul Books at 2:32 PM.

No potential conflicts related to Agenda items were reported by FPBID Board Members.

Approval of Board Minutes – April 3, 2019

Ms. Stiger motioned to approve the meeting minutes. Dr. King seconded the motion.

Vote: Unanimous in favor, motion carried

Treasurers report

Mr. Beal distributed the Financial Report for the BID up to March 31, 2019. Through Mill Levy Income the BID had an income through March of \$30,464.79. Total Expenses for the month of March equaled \$15,629.86, for a net operating income of \$14,834.93. Current total assets stand at \$276,941.33. Dr. King motioned to accept the report as presented, Ms. Stiger seconded the motion. Vote: unanimous in favor, motion carried

New Business

Denver Health Construction Update:

Todd Berry with Howell Construction updated the Board on the progress of the renovation project of the 53 year old Gipson Sr. Eastside Family Health Center. Throughout the life of the building it has only received light repairs and the renovation will include mechanical equipment upgrades, finishing upgrades, updated common areas and exams rooms, and new lighting and restrooms. They are expecting about a 7 to 8-month total project timeline with phasing happening for all three floors. They are currently about 7 weeks in on the project. The project team hopes that Board members will be able to join them at the grand opening celebration at the end of construction.

Marketing and Communications Update:

Olivia Omega Wallace, of Wallace Marketing Group, gave the Board an update on the progress made since her company signed on as the marketing/communication contractor for the BID. There have been some initial delays while password and file transfers are getting figured out between the FPBID, the FPBD and the DDP. However, Ms. Wallace was able to provide a mock-up of the new FPBID website and logo ideas, updated that she now has access to FPBD Facebook and Constant Contact accounts, discussed working with Ryan Cobbins to manage FPBD Facebook as well, and is aiming to put out a newsletter in advance of the Five Points Jazz Festival on May 18th.

Rebranding Efforts:

Deva Montalbano of Studiotrope led a discussion on the rebranding effort she offered to help coordinate for the FPBID. Discussion centered on the issue of inclusion of the culture, identity and history of the Five Points are in their branding efforts. Mr. Books mentioned the importance of coordinating this rebranding effort with the MarCom contractor and suggested the formation of a task force made up of two board members and other interested stakeholders. BID staff to coordinate the task force's efforts. Dr. King made a motion for the development of a subcommittee for brand development with a second from Mr. Beal. Vote: unanimous in favor, motion carried.

Sub Committee Members: Ms. Montalbano (Committee Chair), Ms. Wallace staff support as MarCom contractor, Dr. King (FPBID Board) and Mr. Pirkopf (FPBID Board), Raymond Rountree and Daryl Oliver.

Retreat Development

The Board then discussed the need to hold a less formal, more open to the public meeting or open house type concept. The main idea is to educate the public on what the BID is, how it differs from the FPBD and communicate how the FPBID can help its constituents. Mr. Pirkopf noted this may be a good opportunity to coordinate with a launch of the new logo and other branding/marketing efforts. General discussion focused on the importance of utilizing this event to really engage the community and get them excited about the BID and its potential. The board set a tentative date of July 11th and is considering holding this event in place of the July Board Meeting

Update Property and Business Owner Contact Info

As Ms. Wallace has started her outreach and communication efforts, she has noticed that much of the contact info the FPBID currently has is outdated. There was some question as to how many contact lists are currently developed and what each contains or is targeted toward. Mr. Martinez with the DDP said that he would work with Ms. Moyski and Ms. Laus and their IT team to better try and understand what the issues are on getting access to the flash drive that is believed to hold the most up to date documents, possibly including contact lists

27th St Storm Drain Interceptor Project Phase III

As reported at the March Board Meeting, the city is currently underway on flood control project that has been funded through the first two phases. These phases take the improvements up to Welton. The Third Phase will cross Welton and provide improvements to inadequate flood control systems in the five-point intersection. At this time the City has not yet identified funding for these improvements. While the improvements in Phases 1 and 2 will provide some relief to the flooding commonly seen on Welton and at the five-point intersection, to truly remedy the long-standing storm runoff problem is for the City to fund and complete the work South of Welton.

Mr. Pirkopf moved that a resolution be drafted, for the BID Board to consider at the June meeting requesting that the City and County of Denver identify and commit funding for the third phase of the 27th Street Storm Drain Interceptor project to address the public safety issues caused by flooding in the Five Points Business Improvement District. Mr. Beal provided a second. Vote: Unanimous in favor, motion carried.

Mr. Martinez noted that he would utilize the DDP's resources to draft a resolution for comment and consideration and the June 5th meeting.

Old Business

Bylaws Update:

Ms. Stiger reported to the Board that the Bylaws Committee met in April and utilizing a couple of different sample bylaw templates has begun to develop a set of Bylaws for board members to comment on and consider for adoption at the June 5th meeting. Ms. Moyski is coordinating comments by the Committee to develop an initial draft.

Board Expansion Progress:

Mr. Books reported that he has sent an email to 9 individuals who expressed an interest in serving on the BID Board of Directors, to explain the application process. It is expected that the 3 current board members will be appointed for a second term by the City and County of Denver. A draft of a new ordinance which expands the BID Board by two more members has been

delivered to the City and 2 new appointees are expected to be selected by the City as well with passage of the ordinance.

Deep Rock Mural:

Ms. Stiger reported that there has not been much progress with contacts at Deep Rock and asked if the DDP can offer some assistance in reaching out to try and get more action on the mural. Mr. Martinez noted that he would follow up with Ms. Moyski to determine a course of action.

Colorado Lighting Update for Banner Arm and Light Near Welton St Café:

The light continues to be an issue. Apparently Colorado Lighting did come out to inspect but has not offered a solution yet.

Register BID with City:

Mr. Martinez reported that the time frame to register with the City as a Registered Neighborhood Organization, according to the City's website, is in July. Mr. Martinez noted that he has set a calendar reminder and will send all info in to the City at that time.

New Banners:

Dr. King in working with the banner printing company has determined that the original dyes used for the FPBD logo is no longer available. However, with so much underway with the branding effort, Dr. King suggested that the Board hold off again while the BID's brand and logo are developed.

Initiate Caulking at Five Points Intersection:

Mr. Beal offered to act as a lead on this initiative. The work is needed along the curb line at the five-point intersection and has existed for several months.

District Maintenance Update and Projects Pending:

Mr. Martinez presented a table of on-going projects under CSG's management and current status and open questions of each item. Comments were given on a few items and Mr. Martinez is working with CSG to get them up to date on the Board's requests.

Public Comment:

Kara Hahn, City and County of Denver, Landmark Preservation informed the BID Board that they are looking to add a cultural significance to its criteria for the creation of historic districts in the City and County of Denver. Because Five Points is the sole Cultural District in the City Landmarks is reaching out to this group for input in that process. The change would also include changes in the way criteria must be met to be designated as a district. The move is aimed at being more inclusive to assist in telling the story of the variety of cultures that make up Denver. Ms. Hahn left a power point with more information on the changes and invited board members and community members to send comments to her directly.

Hugh Brown, with the Curtis Park Neighborhood Association commented that he is a 30-year resident of Curtis Park and is wanted to thank the BID for their efforts. He said the BID's action filled agenda makes him hopeful. He also noted the BID should utilize the area NROs to deliver news and communiques. Lastly, he encouraged Board members to attend upcoming Curtis Park

Neighborhood Association Meetings which are held the first Thursday of every month at 7 PM with a 6:30 premeeting with Denver Police.

With no further business to consider Dr. King moved for adjournment. The motion was seconded by Mr. Beal. Vote: Unanimous in favor. Meeting adjourned at 4:25 PM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 5th day of June 2019.

FPBID Board President

Attest:
