



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
October 13th, 2023  
MINUTES

Meeting Held: Wednesday, May 10th, 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  
John Pirkopf  
Nina Rupp  
Fathima Dickerson

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 – 5/10, 7/12, 9/26, 2023  
With no requests for discussion or corrections noted by any Board Members, Mr. Books made a motion to approve the Minutes from the May, July, and September Board Meetings. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.
  
- C. Treasurers Report April – August 2023  
Rather than present each of the individual months' financial reports, Mr. Martinez presented the total balance sheet for August and reviewed the expenses to date. At the end of August, the total available resources were \$311,000. Mr. Pirkopf moved to approve the April – August 2023 Treasurer's Reports, Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

#### D. Email Votes Ratification

Mr. Martinez explained that prior to the July Board meeting, a number of email votes were held. In the meantime, the Board dropped to two members as reappointments and new appointments were put on hold as the new Mayoral administration built out their team. Because of that delay, this is the first meeting where the Board has been able to ratify those email votes. After a quick recap of each of the email votes, Mr. Books motioned to ratify the following email votes:

- Move Annual Meeting to August
- Approval of Executive Director Job Description
- \$2K Funding for Neighborhood Activation Grant Application Services to ZoZo Group

Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

#### E. Declare October Meeting 2023 Annual Meeting

Mr. Martinez explained that as a Registered Neighborhood Organization (RNO), The Five Points BID is required to hold an Annual Meeting. Typically, the Annual Meeting is the July meeting matching the Board Term calendar. Because of the issues caused by the delay in Board Appointments, the annual meeting has not been able to be declared. As a result, he asked that the Board declare today's meeting the 2024 Annual Meeting. Mr. Books made the motion and Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

Mr. Martinez noted that another impact of the delay in the Board Appointments was that the Board was not able to have a quorum at the September Meeting when the BID is required to make their proposed budget and operating plan public in anticipation of the Public Hearing on the subject today.

He then explained to meet City deadlines the Budget was presented at the September Meeting and also posted on the FPBID website. Once the operating plan and budget was presented, the two sitting Board Members suggested submitting it with updates from today's meeting to the City to meet deadlines and post for public viewing.

Once the Board appointments were confirmed by City Council on October 9<sup>th</sup>, the Board held email votes to officially:

- Approve the proposed 2024 budget and operating plan
- Set a Special Board meeting date of October 13<sup>th</sup> for the October Board Meeting
- Set the Public Hearing on the 2024 Operating Plan and Budget for the October 13<sup>th</sup> Special Board Meeting

Needing to officially ratify each of the email votes, Mr. Books moved to ratify all of the votes and Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

Mr. Martinez went off the Agenda for a moment to note that the Blair-Caldwell African American Research Library is again open and meeting rooms are available. His team has placed a calendar hold for the November and December meeting dates.

Understanding that stakeholders have been asking for in-person meetings, he asked the Board of their interest in switching to in-person meetings. Mr. Martinez mentioned that there are not built-in Zoom capabilities at the library. Mr. Cowans suggested the Board meet at least once in person per quarter. Ms. Stiger agreed, as did Mr. Pirkopf. The board agreed to meet at the Blair-Caldwell on November 8<sup>th</sup>. December's location will be determined later and a 2024 Board Meeting schedule is voted on at the December meeting.

## **New Business**

### **A. Dynamic Downtown Denver Grants**

Mr. Martinez took a moment to provide information on the recently announced Dynamic Downtown Denver Grant program. He explained that the intent is to bring activations downtown created by individuals, businesses and community groups to help reinvigorate inner-city Denver as we head into the winter and spring seasons.

He mentioned the program is looking for “shovel ready” programs that can be implemented before summer. He noted the entryway sign is something that could be considered, as is the Holiday Stroll. Mr. Cowans asked for clarification on who would be eligible to apply, and Mr. Martinez confirmed that the BID, individuals, businesses, and organizations are all eligible to apply.

## **Old Business**

### **A. Executive Director Search**

Mr. Cowans updated the board on the progress of finding an Executive Director for the FPBID. To date, 15-16 resumes have been received, but the interview process has not begun. Mr. Cowans stressed the importance of the position as a leader and a dedicated member of the community. Ms. Rupp mentioned the importance of Board Members as volunteers committing to outreach with Property and business owners.

### **B. Request for Funding: Holiday Stroll Expansion**

Ms. Sayer reviewed ideas she shared with the Board last month with updates based on feedback she got then. ZoZo group is looking for reallocated funding from activations that did not happen earlier this year to expand the Holiday Stroll event to a month-long opportunity to promote the district. Purchasing of additional lights to place in areas throughout the district to help connect the outer edges of the district are part of the month-long effort while other items such as carolers will be added to the Holiday Stroll event itself.

Ms. Sayer discussed a loose marketing plan for the event. Questions were asked for greater detail on each of the proposed line items. After some discussion of specific strategies, Mr. Martinez noted that there is a planning committee to address these issues and that stakeholders are welcome to join those meetings. This current request is for the budget allocation that the planning committee can then develop a more detailed budget and plan for execution of the event and any follow up or attendance tracking.

Ms. Rupp asked about the scope of the Holiday Stroll, and Ms. Sayer explained that it extends the length of the corridor. In response to a question of research of the event's effectiveness of the activation to draw visitors to the district, Mr. Martinez said that while there has not been a formal survey, participating businesses have given positive feedback in the past. Based on available funds from unused activations a suggestion of an adjustment to the 2023 budget be allocated at: \$14,850 for Holiday Stroll itself, \$22,500 for additional holiday lighting and \$5,000 for a media blitz campaign for the event. Multiple members noted the need for some sort of follow up in the future to understand the benefits of the investment in this event as well as incorporating as much of the 10-block corridor as possible. Mr. Books made a motion to accept the budget adjustments as presented, Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

### **Contractor Updates**

#### **A. Marketing**

Ms. Sayer presented slides concerning marketing efforts. She gave a recap of the monthly newsletter, including a highlight of Pairadice Tavern and Mo'Betta Greens Market. She also recounted social media activity and results. She also mentioned the pending installation of holiday banners in time for Thanksgiving and the online campaign for Small Business Saturday.

#### **B. Admin and Operations**

Mr. Martinez updated the board on a few ongoing projects, including the Xcel banner poles being ready for installation, the entry sign needing an engineering inspection, and the historical markers are at the printers.

### **Public Hearing: 2024 Operating Plan and Budget**

#### **A. Open Public Hearing**

Mr. Martinez gave a quick recap of the draft 2024 operating budget that he presented in September noting changes in this draft from then, including the reallocations related to holiday funding decided on earlier in this meeting, and some of the larger line items.

Ms. Rupp commented on the importance of a stronger commitment to the security line item in the budget especially with recent violent activity in the 2100 block and neighboring encampments. Mr. Books noted efforts made in the past including a discount on services through an outside security surveillance contractor and the idea of combining resources with properties already providing security services to unify and strengthen efforts. Budget restrictions make it difficult for the BID to provide robust services such as on-site security patrols. Mr. Cowans also noted that the increased number of vacancies also makes for a less secure feeling along the corridor and is something else the BID should consider in their security efforts.

Ms. Stiger asked about the Plazas Maintenance line item. Mr. Martinez explained that to support the investment by the City in Soul Street at Clarkson and at the Five Point Intersection Plaza the BID committed a total of 1 hour per day for set up cleaning and breakdown of the public areas at those locations. While the line item can be removed, the amenities will need to be removed from the Five Point intersection without a management group and likely the same at Soul Street. Discussions are still to come on Soul Street's long-term use with area merchants.

Mr. Cowans called for a motion to open the public hearing. Mr. Pirkopf moved to open the public hearing. Mr. Books seconded. Vote: unanimous in favor, motion passed

## B. Public Hearing

Brennan Wahlgren, 1999 Broadway and 2099 Welton (through chat): My biggest comment is allocating more to security.

Jesse Parris, Community Member, Ms. Stiger's Godson, asked about what funds are being dedicated to Black history. Mr. Parris also asked if businesses are informed of grant opportunities through the BID and lastly asked about what is being done to address security concerns. Mr. Cowans explained that security is a large issue and that has been discussed today and will continue to be discussed on the Business Engagement Committee. He then noted that the BID allocated \$10,000 for the Jazz Roots event to be held in February.

Norman Harris, Spang-A-Lang Brewery, Juneteenth Music Festival, mentioned opening direct communication with DPD (Denver Police Department) through work that he and a number of other district businesses have established. He also noted concern over continuing to provide funding to security programs without considering preventative measures at the root such as improved lighting. Lastly, he asked what specifically are the funds allocated for security going to be used for. Mr. Cowans explained that there is nothing specifically labelled for security. Mr. Martinez explained that nothing has been specifically identified but that the Board is looking for input from the Business Engagement Committee (BEC) to develop a more detailed budget and plan and bring to the Board for approval. Mr. Books noted that while the Board is voting on a budget today, the budget is always able to be amended. Should the BEC come up with a program that warrants a reallocation of funds from other programs, that can be considered at any point in the year.

Brandy Majors, Community Member discussed concern of the committee members of the relatively newly formed BID being made up of new people to the community and that contributing to gentrification in the area. She also expressed concern of the Holiday Stroll's ability to bring people to the district as opposed to the large events. Ms. Majors felt the community was not listened to with things such as Soul Street on Clarkson and is concerned with waste of resources by the FPBID and the effects on businesses paying assessments. She noted that as planning for security continues, thought should be given to assisting businesses with more need in acquiring and participating in cooperative efforts.

Mr. Cowans, thanked Ms. Majors for her comments and noted that her comments reinforce the importance of involvement in the Community Engagement Committee.

Mr. Martinez took a moment to clarify that the Soul Street on Clarkson project was fully funded by the City through funding from grants through the American Rescue Plan Act and no BID funding was used in the development of the area. The BID has committed funding to the daily set up, break down, and cleaning of the public seating areas, but the businesses are responsible for management of the seating areas reserved for their

business. The BID made the same commitment for the Five Point Intersection Pedestrian Plaza.

Mr. Martinez noted that there were no other requests to comment or comments in the chat.

C. Close Public Hearing

Mr. Cowans called for a motion to close the public hearing. Mr. Pirkopf moved to close the public hearing. Mr. Books seconded. Vote: unanimous in favor, motion passed.

No other items for discussion were raised by Board Members. At that point, Mr. Pirkopf moved to accept the 2024 Operating Plan and Budget as presented, Mr. Books seconded. Vote: unanimous in favor, motion passed.

**Public Comments**

No public comments were made.

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

The meeting adjourned at 11:51AM.

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 8<sup>th</sup> Day of November 2023.

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FPBID Board Chair

Attest:

  
  

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