



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
 BOARD OF DIRECTORS REGULAR MEETING  
 December 11, 2024

MINUTES

Meeting Invite by Zoom	<a href="https://us06web.zoom.us/webinar/register/WN_i5McGKw6Tx68fK1wm8xHrA">https://us06web.zoom.us/webinar/register/WN_i5McGKw6Tx68fK1wm8xHrA</a>
Meeting Recording By Zoom Meeting Passcode:	<u>859 8155 7523</u>
Zoom Cloud Recording Link	<a href="https://us06web.zoom.us/rec/share/XmU-VHW4x4_Nh2X4zelrztA9Comeub5_sWsoWqwFRwaOf9AvHbymoE8sLUkSGQxm.pRYspKpp5WLbJL2V?startTime=1733936428000">https://us06web.zoom.us/rec/share/XmU-VHW4x4_Nh2X4zelrztA9Comeub5_sWsoWqwFRwaOf9AvHbymoE8sLUkSGQxm.pRYspKpp5WLbJL2V?startTime=1733936428000</a>
Zoom Passcode:	<u>L.kKh4%q</u>

**Summary:**

- The meeting focused on updates from the 5 Points Business Improvement District, including the purchase of Placer AI for real-time data analysis and the partnership with Denver Arts and Venues for cultural programming. The board also discussed financial matters, such as granting signing authority to Norman and setting up a procedure for email notifications on larger checks. Lastly, the group discussed various business projects, including the holiday lighting project, the business coupon insert project, and the status of various businesses in the area.

**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:

I. Call to order:

The meeting was called to order by Board Vice Chair **Paul Books, (Haroun Cowans the chair was absent)**, at **10:06 AM**

II. Introductions / Attendance:

Paul Books	Co-Vice Chair	<b>Present</b>
Nathan Beal	Treasurer	<b>Present</b>
Fathima Dickerson	Board Member	<b>Present</b>
John Pirkopf	Board Member	<b>Present</b>

**Absent:**

Maedella Stiger	Co-Vice Chair (Excused)	<b>Not Present</b>
Nina Rupp	Board Member	<b>Absent</b>
Haroun Cowans	Board Chair	<b>Absent</b>

**BID Staff:**

Norman Harris	Executive Director	<b>Present</b>
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**Invited Special Guests:**

NAME	TOPIC	ROLE
Lieutenant Matthew Mallo	Safety Report	

III. Administrative Items

A. Disclosure of potential conflicts of Interest: **None to mention**

B. Board Meeting Minutes: There were no corrections to the November 13, 2024 Board meetings minutes.

- **Nathan Beal** moved to approve the **November 2024 Board Meeting Minutes**.
- **Fathima Dickerson** seconded to approve the minutes.
- **All** were in **favor of the Motion to approve the minutes**.

C. Treasurer's Report for October 2024| Nathan Beal (Page 14 of the Packet)

Cash at Beginning of Period	\$ not mentioned
Asana	\$3143.00
Constant Contact	\$112.00

CSG	\$12,228.00
Denver Water	\$202.00
Gusto	\$29,311.00
Spencer Fane	\$1,513.00
Excel	\$213.00
YSI Ventures	\$810.00
Total	\$47,543.00
Cash at End of Period	\$484,733.00

- **John Pirkopf** motioned to approve the October 2024 Treasurer's report.
- **Paul Books** seconded the motion to approve the October 2024 Treasurer's report.
- **All were in favor of the Motion to approve the minutes.**

D. Treasurer's Report for November 2024 | Nathan Beal

Cash at Beginning of Period	\$484,733.00
Amazon	\$1,290.00
Constant Contact	\$56.00
Gusto	\$31,462.00
Quickbooks	\$103.00
Sir Speedy	\$271.00
Excel	\$155.00
YSI Ventures	\$820.00
Total	\$34,159.47
Cash at End of Period	\$488,359.00

Mr. Harris stated that the YSI payment amount may be 410.00 (Venture X), the office space and it may have been doubled. Mr. Harris will review to confirm this expense.

Gusto amount has increased per the approved budget and operating plan to approve staff. This is the payroll combined for the CFO, Admin, Special Projects Coordinator, Mr. Harris' pay and a Marketing Manager.

- **John Pirkopf** motioned to approve the November 2024 Treasurer's report.
- **Fathima Dickerson** seconded the motion to approve the November 2024 Treasurer's report.
- **All were in favor of the Motion to approve the minutes.**

#### IV. Old Business

##### a. **Denver Police Department**

**Lt. Malo 16:04**

Mr. Mallo stated that there is a meeting the next day with District 2 and District 6. The discussion will include plans to combine resources for different enforcement efforts along the Curtis Park in the 5 Points area. Mr. Mallo stated that once we have that combined, more updates from that meeting will be shared with Mr. Harris so that he can share the information with the Corridor. Mr. Harris will look to bring Mr. Mallo into the January meeting to provide an annual safety report. Lt. Malo and Abby will plan to be present.

##### b. **Placer.ai. Update**

**Norman Harris 17:12**

Mr. Harris stated that last month the board approved the purchase of Placer AI, an app based software that uses cell phone data to provide real time information on foot traffic and other data points to help us understand at a high scale foot traffic and visitors to the corridor.

Mr. Harris stated that the Placer.ai representative and product support representative hosted a kickoff meeting last week and Mr. Harris plans to include Mr. Books in future meetings to develop a baseline report and understand other reports to generate through the platform. Mr. Harris will send an email for the next Tuesday meeting. Frequent future meetings are to be expected.

Mr. Harris stated that he reached out to one existing user to provide feedback. They have not responded however he plans to continue to reach out with hopes of providing feedback for Ms. Rupp who had requested that the BID contact existing clients of Placer to get their feedback.

##### c. **Denver Arts and Venues partnership update** **Norman Harris 19:30**

Mr. Harris stated that in November Denver Arts and Venues announced that the Five Points Jazz Festival would no longer be occurring. Mr. Harris stated that he has been working with Denver Arts and Venues as well as Councilman Watson, to help funnel some of the funds that were directed to the Five Points Jazz Festival to support the BID's cultural programming for 2025.

Mr. Harris stated that the Board may be voting on the Statement of Work in this month's meeting, however, we're still not done with the Statement of Work with Denver Arts and Venues. Mr. Harris stated the he was excited to announce the the BID will receive \$125,000 from Denver Arts and Venues that to support cultural programming more specifically, jazz programming along the

corridor.

Mr. Harris stated that he's been working with a few different folks here internally to develop a budget, a plan to find contractors as well as doing outreach to different businesses for a robust plan of programming which will kick off in February and go all the way through December of next year. Mr. Harris stated that he is sending over that budget to Denver Arts and Venues later on today, along with a Scope of Work to hopefully have something for the Board to review and vote on in January.

Mr. Books shared his excitement for providing more programming and turning this into a win. Mr. Harris will soon share the plan for 2025 in much more detail. The plan is to still have a marquee event in 2025 that won't involve the heavy street closures and fencing so we can channel more activations inside of businesses and venues. The plan is that Welton will have a multitude of beneficial events during the year. That benefits the corridor, more specifically by driving more traffic inside of businesses, which you know we've heard is important.

**d. Welton Street Cafe update**

**Fathima Dickerson 22:58**

Ms. Dickerson shared that she has yet to officially announce a grand opening. Welton Street Cafe is open Wednesday through Sunday. Ms. Dickerson stated that the goal is to play with the hours of operation and confirm they are serving about 200 customers per day. Mr. Harris stated the he ate at the WSC five times in the first 8 days of operation and boasts the food has remained excellent. Mr. Harris stated that cars are parking up the street towards Taco Uprising which is exciting to see.

**V. New Business**

**a. US Bank Shift in authority to the Executive Director Norman Harris 22:15**

Mr. Harris stated the he is requesting for the Board to allow for him to have signing authority at US Bank along with the authority to sign for checks under \$10,000 and that a resolution was sent over via email prior to the Board meeting. Mr. Harris stated that approval of the resolution he is requesting will help pay vendors on time.

Mr. Beal agreed that the request is acceptable. However, for larger checks an email notification should be sent to he and Mr. Cowans. Mr. Harris agreed to update the resolution with this stipulation. Mr. Books suggested an increase to 2500.00 which helps to make sure vendors are paid monthly. Mr. Beal agreed that \$2500 or \$5,000 can be discussed. Mr. Harris stated the hope is to get signatures today from both Mr. Beal and Mr. Books.

Mr. Harris stated that some vendors have smaller operations and do need to be paid in a timely manner. Dilpreet Jammu the BID's CFO shared that the vast majority of transactions are well below \$6,000. In his opinion setting the amount for checking writing approval at \$5,000 is sufficient. The Monthly bill from Consolidated Services Group is \$6163.00. Mr. Jammu stated if we can get to a pre-approval of the CSG check requesting approval can be excluded for the CSG payment since it is a monthly bill that is expected.

Mr. Books suggested an email to be sent to Mr. Beal and Mr. Cowans for check written over \$5,000 and not require email approvals when a vendor is part of the approved budget which has been officially voted on.

**Motion: Mr. Pirkopf** motioned to grant Norman the authority to sign checks or pay vendors/invoices up to \$5,000. For amounts exceeding \$5,000, an email must be sent to the Treasurer, **Nathan Beal**, and the Chairman, **Haroun Cowans**, except for recurring contracts specified in the budget and previously approved, such as the recurring maintenance vendor CSG.

**Fathima Dickerson** seconded the motion.

**All were in favor** of approving the new signing authority for the Executive Director.

**b. Holiday Update**

**Norman Harris 33:30**

Mr. Harris stated that last year the Board approved funds for a holiday event, initially planned as a holiday stroll. Instead, we decided to provide holiday lighting for individual businesses. Over the past 2-3 weeks, we have installed lights on the exterior or interior windows of about 19 businesses. This effort has not only brought goodwill to these businesses but also brightened the corridor.

Next year, we aim to enhance this initiative by understanding the logistics of installing lights on light poles and exploring other types of seasonal lighting projects. Although we didn't host the holiday stroll this year, we saved money and successfully lit up 19 businesses and storefronts.

If you haven't visited the corridor yet, it looks fantastic. We released a video on Facebook and Instagram, inviting folks to come down. Feedback from neighbors and businesses has been positive, appreciating the increased lighting elements. This is a great starting point for next year's holiday season and other seasonal events.

The vendor charged \$400 per light for installation, removal, and storage of the blue lights. I plan to explore keeping similar lights up year-round, with seasonal changes for spring and summer.

The corridor is noticeably brighter. We need to determine if other poles further south and north require collaboration with Excel for permitting. Our goal is to create a vibrant atmosphere.

Kudos to Lasheita for acquiring the lights; last year, we received them too late to install. We also bought solar-powered lights, which you saw on the November spending line item. These lights were used to illuminate the trees at Coffee at the Point.

This sets a template for us to internally manage and provide lighting

elements, reducing reliance on the city for implementation.

**c. Business Coupon Insert**

**Norman Harris 39:38**

Mr. Harris stated that the BID recently hired a marketing manager to enhance outreach to local businesses, aiming to support their marketing and advertising efforts. This month, we collaborated with the Curtis Park Neighbors, whose newsletter reaches about 1,600 households. We featured eight businesses on a coupon and are working on a door hanger to include more businesses and attractive offers in January.

The flyer you see is part of the Curtis Park Neighbors' monthly newsletter, showcasing various participating businesses. Our goal is to supplement the marketing efforts of open businesses and remind people to visit Five Points. This initiative is a test run to see how effective it is; we'll follow up with businesses to gather feedback on coupon redemptions. We plan to continue monthly efforts to support businesses in Five Points. We made great contact and finally got to Pairadice Bar, which is on 22nd and will be a part of the door hanger going out in early January.

Mr. Books commented and posed a question for the Executive Director: "Obviously, this is for existing businesses, which are a priority to ensure they are thriving. However, are we also going to start reaching out to businesses that aren't yet activated? Is there anything we can do? Can the same marketing person start to handle that as well?"

**Mr. Harris Responded:** "Yes, I've been working on a couple of locations, starting with Coffee at the Point, trying to find a renter for that space. Currently, it remains vacant. Our special project coordinator is compiling an itemized list of property owners. I found a list from the Five Points Business District and sent it over, which reduces the need for extensive state registry searches.

We experienced a business closure this month, specifically the Neat Stuff space next to the Roxy. I've been in discussions with Dr. Renee and sent her a few potential tenants for her spaces. Securing businesses for turnkey spaces is a clear priority for us."

**VI. Public Comment**

**44:47**

a. **Jesse Parrish** posed questions requesting updates regarding the following:

- **Jackie with Neat Stuff** and asked what will happen with the space now that it will become vacant?
- Is his God Mother on the BID board? Mr. Harris shared that he spoke with Ms. Stigers with about lighting recently.
- Mr. Parrish asked, has anyone reached out to Frank? **Mr. Harris** shared there was no conversation about Frank being added to the coupon list. We can reach out to him.
- **PairO' Dimes** update Mr. Parrish asked if anyone reached out to them, and

that he was informed that they left last year and the Kapre building will be demolished.

- **Mr. Parris** inquired about Sellmans Records and Tapes. **Mr. Harris** responded stating that he and Pastor Juanitha spoke and that she also owns the True Value Hardware building. Mr. Harris stated that he is working to understand what support she needs to activate her space. He will share more updates as they arrive.
- **Mr. Parrish** asked if **Agave Shore** is closed as a result of violations serving alcohol. Mr. Harris stated that there are no updates that space.
- **Mr. Parrish** asked if someone was buying Coffee At The Point? **Mr. Harris** stated that businesses have reached out to him which have been forwarded to the Hope Community's broker but as of yet there is no expected tenant. Mr. Harris stated that He met with Sharon at Hope and that his next step is the research "Gap Funding" with the Denver Urban Renewal to see if funding can help revamp the space or the Melody Market.
- **Mr. Parrish** asked why **Mr. Harris** received \$25,000 as seen on the expenses that were on the budget spreadsheet. **Mr. Harris** explained he is seeing the payment for salary. \$6666.00 per month and January was missed. This is his payment as the Executive Director.
- **Mr. Parris** asked for an update regarding The Rossonian. Mr. Books stated that they must get a permit to demo the roof and demo the two buildings next to it which will be a part of the hotel. Construction will move forward as reported last July. Mr. Books also confirmed it was part of the landmark permits which are allowing them to move forward.
- **Mr. Books** also confirmed that Fixins is not open and they are still in discussions with them.

b. **Deadra Edmond Dru** (Jackson Street Alliance) stated that Jackson Street was the "Black Street" There are 5 legacy property owners that have united. They are following the BID and shadowing to see how it is down and build a great foundation. The Historic Black Side.

Ms. Dru said it's where all the black people were asked to move to and start from scratch with nothing living in tents, and they made it into a thriving economy. And then you know the story. Here comes the freeway. Here comes desegregation. Here comes, you know the influx of drugs, and there you go. So I say, Jackson Street Alliance the Legacy property owners. We've seen it at its best. Well seen at a good point, because at its best it was in the forties and fifties. And I say, that's our legacy. And I've spent so many other groups that have been promising to do this, that, and a 3rd never were organized, never had a purpose, never were together with the same vision. But this group is.

c. **Monthly Board Meeting Cadence**

Mr. Harris confirmed January's board meeting will keep with the same cadence on the 2nd wednesday of the month at 10:00 am via Zoom.

## VII. Adjourn the meeting

**Mr. John Pirkopf** moved to adjourn the meeting. **Mr. Nathan Beal** seconded the motion and a **unanimous** vote in favor of the motion passed.

The meeting adjourned at **11:00 AM**.



The foregoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 6th day of January, 2025.

Five Points BID Vice Chair

Attest.