



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
December 9, 2020
MINUTES

Meeting Held: Wednesday, December 9, 2020 at 2:30 PM,
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:
Paul Books, President
John Pirkopf, Vice President
Ryan Cobbins
Haroun Cowans
LaSheita Sayer

Excused Absence: Nathan Beal, Treasurer
Maedella Stiger

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

The meeting was called to order by Board President, Paul Books at 2:30 PM.

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

Because enough Board Members had scheduling conflicts that caused a loss of quorum later in the meeting the Board adjusted the Agenda to allow for voting items to be heard while a quorum was present.

New Business

A. Five Points Design Review Board as Committee of FPBID

Mr. Books noted that when the Five Points Business District was still in operation, they established a Five Points Design Review Committee to uphold design standards for projects proposed within the Five Points Historic Cultural District. Since operations of the Business District have ceased, the Design Review Committee has been without a parent organization. Mr. Books is proposing that the FPBID take on facilitation of the Committee's meetings and Board development until another appropriate organization such as an RNO can be identified to serve as its managing organization.

Mr. Books asked for two Board Members to volunteer to serve as an oversight committee to ensure that openings on the Review Committee are filled and that the Committee receives development applications to be reviewed for compliance to Historic Cultural District Guidelines. While the Business District had final approval through the Review Committee's recommendations, Mr. Books is not suggesting the BID have the final say. Final recommendations will come directly from the Design Review Committee regarding development projects in the Five Points Historic Cultural District.

When asked if this adds administrative work to the Board and as such to the administrative contractor, Mr. Books noted that it should not add to the existing workload as the Committee will be meeting as necessary and developing their own opinions and informing the Landmarks and Preservation Commission on their own.

Mr. Cobbins motioned to have the Five Points Design Review Committee housed under the Five Points BID on a temporary basis while a more appropriate RNO or similar organization is found to house the Committee. Mr. Pirkopf seconded the motion. Vote: Unanimous in favor, motion passed

Mr. Pirkopf and Mr. Books volunteered to serve as the Board contacts for oversight of the Five Points Design Review Committee.

B. Sponsorship Opportunity BAWMHC Dr. Ford 150th Birthday Celebration

The Black America West Museum and Heritage Center will be holding an event to celebrate the 150th anniversary of the Birthday of Dr. Justina Ford. Ms. Wallace also noted that they have also asked the Board to provide a member to speak on behalf of the BID in a video they are compiling for the event. Participation in the video does not have to be tied to sponsorship from her understanding. The event will be a live streamed event.

Ms. Sayer was concerned as to how sponsorship of this event fits into the mission of the BID. Mr. Pirkopf noted that while outside of the BID boundaries, he still sees the Museum as a draw to the district and cultural asset that focuses on the greater Five Points community. Discussion then centered on the significance of the Museum in the District and an appropriate sponsorship level. The Board asked to get a better understanding of the benefits at the \$500 level. While logo placement may not be as important, since the BID is coming in at less than \$1,000, but mentions in press releases and small recognition opportunities would be appreciated.

Ms. Sayer volunteered to represent the Board in the video clip for the event.

Mr. Cowans made the motion to provide sponsorship at the \$500 level of the Dr. Ford Birthday Celebration event. Mr. Cobbins Seconded the motion. Vote: Unanimous in favor, motion passed.

Mr. Cobbins and Mr. Cowans who had scheduling conflicts were then excused from the remainder of the meeting. There was no longer a quorum in attendance and no further votes were held.

Approval of Board Minutes – November 11, 2020

Acceptance of the November Board Meeting Minutes was tabled until the January Board Meeting.

Treasurer's Report – October, 2020

In Mr. Beal's absence Mr. Martinez gave the October, 2020 Financial Report to the board. A total of \$40,003 in expenditures were made for the month, which were then listed individually. The final account cash balance at the end of the month totaled \$251,597. Acceptance of the financial report was tabled until the January Board Meeting.

Old Business

A. City and County of Denver Update

Mr. Books introduced Evan Dreyer and reminded attendees this has been a part of a recent outreach effort with the City to help open lines of communication with various departments and DPD as well.

Commander Sanchez gave an update on addressing large encampments in the area. The primary goal is to connect the community with services. As larger camps are broken apart and smaller ones develop, the City utilizes its Early Intervention Team to try to connect people to services again. DPD has had some more success getting people into services through this strategy.

Commander Sanchez talked briefly about the continued development of the area Business Watch effort and the combined efforts of District 6 and District 2 since the business corridor lies in the two districts.

Commander Sanchez committed to providing a list of important contact numbers for both districts that can be provided to Board Members and BID businesses.

Ms. Sayer asked Mr. Dreyer what the process and planning is to utilize the new sales tax revenue for homeless service upgrades. Mr. Dreyer noted those funds could be available as early as March. The Department of Housing Stability is working on the 2021 Action Plan which directs the use of those tax revenue funds. Some funding will be directed to specific projects and some services funded through the revenue will go through an RFP process. While some programs will get some funding this winter, most spending will likely happen this spring and summer. Emergency housing and sheltering is a primary focus.

Mr. Books asked for any details that Mr. Cleckley could provide regarding the development of a Five Points Community Patio concept or drive thru lane on Clarkson behind the Five Points Plaza building. The permit for the closure is in the process and work is continuing to help activate the corridor. Mr. Cobbins was going to provide more information on the project but had timing conflicts.

The basic concept now is to provide a temporary drive thru lane and eventually build to a patio available for use by area restaurants. Mr. Cleckley informed the Boards that 26 eligible businesses received funding through the City's grant program to reimburse expenses for patio improvements in the greater Five Points area (the Five Points BID and beyond).

B. Holiday Stroll Event Recap

Ms. Sayer took a moment to thank Board members for their assistance in pulling off the event. She noted that participating businesses seemed appreciative of the event that night but had not done any formal surveying.

Original objectives of the event were to create a holiday activation that attracted 200 customers to support small businesses of Five Points, bring cheer to a challenging year, to activate Cousins Plaza and collect warm socks to be donated to an area homeless shelter. Ms. Sayer said the activity met all these benchmarks. She also reminded the Board that the numbers of visitors was not all at once coming to a gathering place but spread throughout the district over the evening. Ms. Sayer thanked everybody for working through the ever-changing situation as the event adapted when COVID regulations required. Ms. Sayer noted a number of successes and challenges from event day. Volunteers from Curtis Park Neighbors also were extremely helpful towards the overall success of the event. Mr. Pirkopf and Mr. Books both congratulated Ms. Sayer and all the volunteers for the efforts and noted attendees are anxious for more activities such as this to be put on by the BID.

A brief discussion followed on the lighting issues in the right of way of the 2400 block of Welton and at Cousins Plaza. It was surprising to those in attendance at just how dark the plaza is. Mr. Martinez committed to investigating further to try and find solutions to the lighting issues along that entire block.

MarCom Update

A. December Report

Along with a lot of work related to the Holiday Stroll, a new “Happy Holidays” banner was produced and installed in time for the event. The monthly newsletter also came out in November and will be distributed the third week of every month. Those who would like to be added to the distribution list can find a sign-up link at the bottom of the FivePointsBID.com homepage. Ms. Wallace continues to work with the fabricator of the bike racks and trash receptacles in working with the City’s permitting office to get final approval and begin installation.

New Business (Cont.)

C. Development of Five Points Community Patio

This item was touched on briefly with the City update, Mr. Cobbins was no longer in attendance and not able to report on the item. Discussion will continue in January

D. CCD Curbside EV Charging Program

Ms. Sayer introduced Board Members in attendance at the end of the meeting to a new program of the City of Denver to increase the number of Electric Vehicles (EV) in use in Denver by installing charging stations in BIDs across the City including the Five Points BID.

While a majority of EV drivers charge their vehicles at home, drivers often plan their entertainment activities and destinations on the ability to “top off” their charge. Denver has a goal to increase the number of electric vehicles to 15% of all registrations by 2025 and eventually 30% by 2030 and 100% of light duty vehicles to electric by 2050. In Denver there will need to be a ten-fold increase in the number of charging stations to support the 2030 target, thus getting Denver to approximately 4,000 public charging stations. There are currently 40 public charging stations in Denver and only 3.5% of Denver vehicle registrations are EVs.

The current plan is to attach EV charging stations to pedestrian light poles in the BIDs which are generally owned by BIDs themselves. The City is looking to add approximately 430 stations a year. In Five Points, initial consultant surveys show 9 optimal locations for charging stations.

Benefits to the BID include attracting EV drivers to your district; contributing to green energy; providing access to charging stations to the community; potential to earn revenue from the use of the charging stations, and to gain media exposure from the installation of the stations.

Ms. Sayer's company, ZoZo Group, is acting as a contractor of the City to facilitate a group's effort to work through the program and also apply for the grant available that covers 80% of the costs to purchase and install the equipment.

Ms. Sayer's ask of the Five Points BID, when they are able to vote on the subject, is to consider participating in the program which would engage ZoZo group on behalf of the City to act as a complimentary consultant to apply for the 80% grant that covers the purchase of the station(s) and install costs on a May 2021 application timeline. This would allow for working through the permitting process in August/September of 2021 and the installation to begin in October/November of 2021. Installation of between 4 – 9 stations seems to make most sense for the Five Points area.

The Board Members in attendance noted that it is a good idea and not having access to amenities such as this may be a disadvantage to the district in the future. Also, an end of the year time frame allows for planning through logistics of use and rules and regulations for the spaces. It was noted that the grant is a reimbursable program and budgeting for equipment and service subscriptions will also need to be budgeted for as well.

Ms. Sayer will bring the item back to the Board in January for a discussion and vote.

District Maintenance & Administrative Update

Mr. Martinez reported on the following items

A. Q1 2021 To Do List

Mr. Martinez updated the Board with the top items to complete in quarter one of 2021. As winter continues, he will be working with City Forestry staff to have dead trees along the Welton corridor removed and replaced. At one time Forestry had 11 trees identified for removal. The BID will also have an opportunity to select trees for replacement. It will not be known until late Spring what species and caliper of trees will be available. If the stock the City has available is not appropriate for the urban context, Mr. Martinez will move forward with the original plan to fund tree replacements through the BID's 2021 budget.

Additionally, Mr. Martinez' team will be developing and releasing an RFP for both the annual maintenance, custodial and snow removal contract as well as a provider for tree health services to all trees in the public right of way in the BID. The team will also coordinate with Landtech to provide tree trimming services this Spring.

B. Administration and Quality Control Report

The distribution of the \$107 pay out of dividends from the GoFundMe campaign to eligible businesses occurred this month. Mr. Martinez is also working to reach out to a few different groups who have a variety of revitalization and community development efforts underway in

the area to introduce the BID and the services they provide to the area. The goal is to establish the BID as a central clearing house of information in the district and inform those groups of ways the BID can partner with them in their efforts.

Lastly, Mr. Martinez reported that over the month of November his team was able to provide 21 hours of QC in the district. This month the issues with leaves and debris building up on the curb lines continues to be a primary area of concentration for the technicians on the street.

Maintenance statistics are included as a written report in the meeting package.

Public Comments

Before opening the floor for public comment Mr. Books noted that the Downtown Denver Partnership’s Leadership Program class this year has chosen to focus their annual class project on what they are terming the Welton Renaissance which has a goal of providing \$250,000 in funding for future activations and public improvements. More can be found at WeltonStreetRenaissance.com.

With no further business, the meeting adjourned at 4:10 PM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 13th day of January, 2021.

FPBID Board President

Attest:
