



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING

June 5, 2019

MINUTES

Meeting Held: Wednesday, June 5, 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
Maedella Stiger

BID Stakeholders: Darrell Nulan, Thomas Bean Foundation
Raymond Rountree, ACI Plumbing & Heating, Inc.
Daryl Oliver, Weichert Realtor Professionals
Deva Montalbano, Studiotrope

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

Guests: Ronald Wooding, Bruce Randolph Legacy Foundation
Barry Murphy, Bruce Randolph Legacy Foundation
Jay Barry, CRJ Ventures/Barry & Assoc.
Rashada, Department of Veterans Affairs
Fiona Arnold, Mainspring

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 FPBID Board Members.

Approval of Board Minutes – April 3, 2019

Because Board Members did not receive minutes for review until earlier that day, approval of the minutes was tabled until the next Board Meeting.

Treasurers Report

The financial statements for April 2019 were not included with the Board Meeting packet. Approval of the financial statements was tabled until the next Board Meeting.

New Business

Cabarita House - Hostel Concept

Fiona Arnold of Mindspring presented the new hostel concept planned for the vacant 4300 square foot triangle parcel at the intersection of Downing and Welton, Cabarita House. The new building will be at 5 stories, which is taller than current neighbors, but future development plans of the adjacent properties includes a 5-story structure as well. The first floor will have retail on both the Welton and Downing frontages. Floors 2 – 4 will be where the guest rooms are located and the 5th floor will be the hostel's check-in area and will be open to the public. The Hostel will be coed and will offer sleeping options that include private room, dorm style room and open floor sleeping arrangements with bunk beds.

The Hostel is targeted toward international travelers as they expect about 60% of their customers to be international. Their target usually stays 1 – 2 nights as they travel through the U.S. The typical guest utilizes public transportation, and the location next top the 30th and Downing Station is perfect for there customers. The development team recently met with the Curtis Park Neighborhood Association (CPNA), who encouraged the team to apply for a parking variance. By City standards the project would have been required to provide three parking spaces. However, the CPNA felt that an additional curb cut to this part of Downing would not be of benefit. The development team has resubmitted plans with no parking and will be asking for the variance as the permit application moves through the process.

Ms. Arnold presented to the Board in the hopes of not only informing them of the project, but to also reach out for potential suggestions in the future for local retailers. This is the team's first project in Five Points and they would like to carry the tradition of leasing to local retail tenants they have utilized in other projects, here as well. Their focus is intensely local, and they hope to bring in not only local retailers, but that those retailers will utilize area residents for staffing.

Resolution 19-02: 27th St Interceptor Project Funding for Phase III

At the May board meeting the board asked that staff prepare a resolution for consideration by the board to encourage various City policy makers to fund the third and final phase of the 27th Street Interceptor project. Vince Martinez reviewed the resolution with the board. Martinez noted that the facts and information as laid out in the resolution were taken from information on the City's web site about the project. Based on reports by City staff, the funding for this third phase has not been dedicated to the project. This final phase will alleviate the flooding problems experienced at the Five Point intersection. After reviewing the draft resolution, Dr. King made a motion to adopt resolution 19-02. John Pirkopf seconded the motion. Vote: unanimous in favor, motion carried.

Old Business

Confirm Date for July Meeting and Retreat Format

The board will push back the July meeting to July 11th and make this meeting more of an open community outreach meeting. They would like for the event to begin at 5:30. Dr. King, Ms. Stiger, Ms. Wallace, Ms. Moyski and Mr. Martinez volunteered to help plan the event.

Marketing Communications update and Rebranding Presentation

Ms. Wallace reviewed her progress through the Scope of Work of her three-month work plan as outlined in her matrix included in the meeting packet. She has made progress in all areas including the having both the Facebook and Instagram accounts operable and posts currently ongoing. She is also working out a procedure to allow the BID to post business promos and info out on the FB and IG accounts. Ms. Wallace also discussed the idea of starting a closed Facebook group that she would administer. Dr. King agreed that it is a good idea but reminded the group to not become overly dependent on social media to gather info as there are still business owners and stakeholders that do not utilize these communication outlets. After the discussion, Mr. Pirkopf made a motion to develop a closed Facebook group for Five Points business and property owners. Ms. Stiger seconded the motion. Vote: unanimous in favor, motion carried.

Ms. Wallace then presented the results of work with the Brand Development committee. In their meeting the committee wanted to honor the star logo to show that the BID is not only connected to Five Points' past but to also keep past branding and efforts of the neighborhood relevant. Ms. Wallace then handed out a form that showed the evolution of the Logo design and the final version that the Committee voted to use. Mr. Pirkopf noted that he felt that the logo design honors the historic look and still refreshes it. He also felt it is something the area can own and is specific to this area. The committee had discussed the fact that the star was similar to the Colfax Mayfair BID's logo and Mr. Pirkopf noted that this version helps the logo stand out as unique to Five Points. After the discussion Dr. King made a motion to officially adopt the final version logo agreed upon by the Brand Development Committee as the Five Points BID's logo. Ms. Stiger seconded the motion. Vote: unanimous in favor, motion carried.

Discussion to Renew Marketing Plan with DDP

Mr. Books pointed out to the Board that they are currently in Month 2 of the 3-month agreement with the DDP for the management of Marketing and Communication services. If nothing is done with the agreement, it will end on July 1st, before the Board can meet again. Mr. Books opened a discussion among the board to discuss renewing the MarComm agreement with the Downtown Denver Partnership. Dr. King noted that in retrospect the board should have probably set up a six-month agreement initially as unexpected delays happened that made three months a bit ambitious to achieve the scope of work in the agreement. Mr. Books noted that had the original agreement been for 6 months it would have continued through the end of September. He noted that he is comfortable to extend the agreement to the end of September. With the discussion over, Dr. King mad a motion to continue the Marketing Communications Agreement with the DDP through the end of September for a total of 6 months. Mr. Pirkopf Seconded the motion. Vote: unanimous in favor, motion carried.

CSG Irrigation Repairs Estimate

Mr. Books and Mr. Martinez discussed the estimate provided by CSG for irrigation repairs needed in the 2600 and 2700 blocks of Welton. CSG has set up the two backflow cabinets on the non-track side of the street but were only able to turn the water on for the 2600 block and found that every tree pit, but the last pit on that block filled with water.

When looking into the track side backflow cabinets, CSG had to call Denver water to try and get the main to function. At that time, Denver Water informed CSG that the mains belong to RTD and Denver Water cannot turn on without their okay. Additionally, the backflow meters are missing from both of the backflows on this side of the track. The board believed there was a possibility that Front Range Services may still have some of the backflow pumps. Mr. Martinez volunteered to work with CSG to get a better understanding of what is happening at this site.

Bylaws Update

Ms. Moyski presented a 6-page draft that the By-laws committee has developed. While BID's are not required to have by-laws, the City does prefer that BIDs to establish their own by-laws. The Committee used a portion of the Downtown Denver BID as a guide and utilized notes from past board meetings to address concerns. There was no need to formalize them at this meeting, but the Board was tasked with reviewing the By-laws and sending any comments to Ms. Moyski or Mr. Martinez by June 29th. If necessary, the committee may meet for a second meeting to incorporate comments into the document. The DDP team is sending a copy of the by-laws to the Board for them to use to provide comments.

Board Member Renewals and Expansion Updates

Ms. Moyski pointed out that the Mayor's Office has received the candidates who will remain on the Board for a second term. In addition, the expansion process is also ongoing. Once adopted, the ordinance allowing for the Five Points BID will expand the number of board members allowed from five to seven.

Deep Rock Mural

Mr. Martinez reported that he followed up with the individual Ms. Stiger has been trying to work with to get the Mural at Deep Rock Water replaced or repaired. Martinez noted that he has left individual has not contacted him at this time, but that he will continue to reach out and get some info on the refurbishment of the murals.

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

Colorado lighting has offered to move the banner arms so that the bottom arm will be reset as the top arm to pull the banners out of the reach from tampering. The board initially held off from authorizing the work because of the cost, as well as the board was expecting to order new banners and hoped they would keep people off the arms. As the discussion continued, Mr. Pirkopf argued that paying the amount to move the banner arms up the pole may not be necessary depending on what type of banners the board purchases. However, some Board Members and stakeholders had concerns that even with the banners on the arms, they are still low enough for people to grab onto. Eventually, Ms. Stiger made a motion to pay Colorado

Lighting to come out and move one banner arm up the light pole to move the arm out of the reach of pedestrians. Vote: 3 – 1, motion carried.

Five Point Intersection Caulk Update

This item was tabled as Mr. Beal was coordinating these efforts and was out of town today.

Public Comment

Rev. Ronald Wooding addressed the Board about the “Daddy” Bruce Randolph History Colorado Exhibit. Daddy Bruce was known for his Thanksgiving feasts for the needy for over 55 years now. The exhibit will focus on Daddy Bruce’s legacy and promote knowledge of his efforts to continue the legacy. Rev. Wooding’s organization informed the Board that they are looking to build partnerships to help promote the exhibit once it is open.

Daryl Oliver then addressed the Board asking if the Five Points BID had established a criteria to provide assistance to community events that match well with Five Points Mission to revive the Welton St. Corridor. Mr. Books informed him that the Board has allocated 5% of its annual budget for these type of community programs and that they can get him more information.

A hand-written letter from the owners of Kuni Sushi at 2752 Welton regarding the negative effects of the Truck Stop event held on June 1st from 1 – 8 PM on the 2600 block of Welton. A copy of the letter is attached to these minutes.

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:
