



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
 BOARD OF DIRECTORS REGULAR MEETING
 January 08, 2025

MINUTES

Meeting Invite by Zoom	https://us06web.zoom.us/webinar/register/WN_Bx3oUQ1WTkW1z5V3DItD3A
Meeting Recording By Zoom Meeting Passcode:	
Zoom Cloud Recording Link	https://us06web.zoom.us/rec/share/2esh9ZfvM3pCGV7D4IV5YUL8_fMVxwvo1pPWywfzxTARu3-bhUrUAus3KMLtcfYg.PbKAKHXTTwWT7WEw
Zoom Passcode:	<u>Y*SH2Xa5</u>

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**, at **10:10 AM**

II. Introductions / Attendance:

Haroun Cowans	Board Chair	Absent
Paul Books	Co-Vice Chair	Present
Nathan Beal	Treasurer	Present
John Pirkopf	Board Member	Present
Nina Rupp	Board Member	Present
Fathima Dickerson	Board Member	Arrived Late

Absent:

Maedella Stiger	Co-Vice Chair (Excused)	Not Present
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BID Staff:

Norman Harris	Executive Director	Present
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Administrative Items

- A. Disclosure of potential conflicts of Interest: **None to mention**
- B. Board Meeting Minutes: There were no corrections to the December 11, 2024 Board meetings minutes.
 - **Paul Books I** moved to approve the **December 2024 Board Meeting Minutes**.
 - **Nathan Beal** seconded to approve the minutes.
 - **All** were in **favor of the Motion to approve the minutes**.
- C. Treasurer's Report for December 2024| Nathan Beal will present the Year End Report in February 2025.

III. Old Business

University of Denver Update

Presented by: Norman Harris

Time: 16:04

Mr. Harris stated that Professor Margie Karish introduced the new relationship between the University of Denver (DU) and Five Points BID a few months ago. DU began its Winter Session of 2025 yesterday (January 7th). As part of the initial curriculum, 30 students will conduct a qualitative study by performing personal interviews with Five Points stakeholders. The expectation is for these 30 students to have access to business owners, property owners, and Five Points stakeholders for their interviews.

Key Dates and Events:

1. **January 17th:**
 - Mr. Harris and Mr. Jamuu will visit the class.
 - Students will present their research objectives and proposals, including research questions for businesses and stakeholders.
2. **February 14th:**
 - Mr. Harris will make a second visit to the class.
 - Students will present their preliminary findings from interviews and share feedback and interpretations to plan their larger presentation.
3. **March 7th:**
 - Students will share a comprehensive presentation of their findings.
 - Guests will be invited.
 - The event will be held at the Lydian, potentially followed by a celebration.

4. Press Release:

- A press release will describe the year-long relationship with DU, its students, and the Business Improvement District (BID).
- Norman will reach out to board members for quotes regarding the relationship for the press release.

IV. New Business

a. DPD Security Update

16:00

Lt. Alby did not show up, the DPD Security Update will be pushed back to the meeting next month (February 2025).

b. DURA Grant Update

Presented by: Norman Harris

Time: 16:37

1. Mr. Harris shared that a grant application was submitted for beautification projects along the corridor, requesting DURA's assistance in funding new murals on five walls within the corridor and refurbishing the American Beauty mural on 30th and Welton. Additionally, the grant seeks resources to install planters on 20th and Welton.
2. Mr. Harris stated the the Five Points BID will help establish a process to engage with communities and find artists to design the murals. He will also work to convince property owners to allow the murals. Mr. Harris shared images of the suggested locations for the five murals.
3. In early August, there will be a celebration to unveil the Walls of Welton and the beautification project of trees and planters. The overall DURA grant of \$48,000 will assist with these beautification projects along the corridor. The goal is to begin aggressively in the first week of June and complete everything before the end of the year. The expectation is to attract more foot traffic to the corridor and make it more walkable. The 2025 Ops Plan and Budget allocated funds for murals, and this grant offsets those allocated funds.

Budget Allocation:

- \$32,000 is set aside for five new murals.
- \$6,000 will be used to refurbish two of the new murals located on 28th and Welton, which is the responsibility of the property owner.
- \$3,000 will go towards refurbishing the American Beauty mural on 30th and Welton.
- Approximately \$8,000 will cover the cost of a design survey, an encroachment application, and placing planters on 20th and Welton Street.

4. Mr. Harris stated that the goal is to host a "Walls of Welton" event annually and continue identifying additional walls to paint and other beautification projects. The BID will continue to find resources to improve the corridor. As soon as the next grant opens, Mr. Harris stated that he would send it out to all businesses,

hoping that everyone can continue to support the businesses along the corridor and the beautification efforts.

Five Points / Welton Corridor Beautification Project Timeline	
Award notification	12/31/2024
Public posting of RFP for muralist submissions	1/31/2025
Outreach and call for community members to participate on the Community Board Muralist Selection Committee	1/31/2025
Community Selection Committee acceptance notification	2/21/2025
Muralist proposal submission deadline	2/28/2025
Muralist RFP - Community Board review meeting	3/7/2025
Artist selection notification	3/14/2025
Mural permit submission to the city	3/28/2025
"Mural paint week' and Tree planter installation	5/15/2025
Mural presentation ceremony	6/7/2025
Project report submission to DURA	8/7/2025
2nd project report submission to DURA	12/1/2025

c. 2025 Cultural Events

Norman Harris 23:24

Sponsorship Deck

Mr. Harris stated that the Five Points BID staff has created a sponsorship deck outlining the plan for cultural programming along the corridor in 2025. This document provides an outline of events that we are excited about, and it is being shared with partners to secure additional resources.

Key Events and Dates

February:

- o Jazz Roots: A Black History Month celebration called "Jazz Roots" will take place on February 15th and February 22nd. This will be the second year of the event.

March:

- o Saint Patrick's Day Pet Parade: Following Jazz Roots, we will have the Saint Patrick's Day Pet Parade events in March.

April:

- 1st Friday: The 1st Friday event will kick off in April. We are bringing this event back as one of our key cultural activations.

August:

Welton Street Music Festival:

- We are introducing the Welton Street Music Festival in partnership with Curtis Park neighbors. This new initiative will occur in August.

Additional Initiatives

- Sonny Lawson Park Activation: We have created a similar packet for a collective that supports the activation of Sonny Lawson Park. This effort is being coordinated by the Old San Rafael Neighborhood Association, Curtis Park Neighbors, Central Baptist Church, Mo Betta Greens, and Blair Caldwell Library. They are collectively fundraising for programming at the park.

Call for Support

- Mr. Harris stated the he will be reaching out to each board member to request small donations and help in raising sponsorship dollars. The document outlines pathways for potential funders to support cultural programming on Welton Street. We are really excited about these initiatives and look forward to your support.

Upcoming Plan Rollout

- Mr. Harris stated that the plan rollout would occur in February with the Jazz Roots event. This will be followed by the Saint Patrick's Day Pet Parade in March and the 1st Friday event in April.

Mr. Harris stated that the Five Points BID has engaged a local event producer to manage all the events.

- Mr. Harris stated the the BID will provide direction, set high-level goals, and ensure the plan is executed effectively.
- Mr. Harris stated that business owners at Marigold and 715 will share this deck with some of their beverage sponsors. Mr. Harris stated that the BID is looking to secure a beverage sponsor to be the sole provider of vodka for the entire corridor, with a specific vodka served at all the different locations. This collaboration will help us promote programming and work together more effectively.
- Mr. Harris stated that the plan also includes activating businesses like Pair O Dice and TeaLees. Mr. Harris stated that the goal is to drive customers into restaurants, impact the corridor positively, and increase foot traffic to the area.

d. Retail POV Videos - Marketing

Norman Harris 29:34

Marketing and Point of View Videos Update

- Mr. Harris stated that the Five Points BID marketing manager has produced videos and other marketing support efforts to drive foot traffic and support businesses in the corridor. Additionally, the BID opened a TikTok channel for the Five Points BID, and show a video that we will be releasing later today.

- Mr. Harris stated that the BID is continuing to create 30-second customer point-of-view videos for businesses along the corridor. These videos aim to provide a feel-good advertisement for different businesses.
- Mr. Harris stated that last month the BID shared a video for Queen City Coffee Shop and also created a mailer insert that went into the Curtis Park Neighbors Newsletter. This month, there will be a door hanger.
- Mr. Harris stated that six videos have been completed, and that the BID staff will continue to reach out to different businesses along the corridor. Mr. Harris requested for the board to send any businesses that may be interested in participating.

V. Public Comment

44:47

Jessie Parrish posed a few questions:

1. There was no mention of Juneteenth in the events update, Is it still happening?

Mr. Harris shared that it is still happening and the dates are Sat June 14th & 15th.

2. What is the status of Sonny Lawson? Any update as to when it will reopen?

Mr. Harris stated that the plan is to reopen in early Spring. A Coalition of Community stewards are collaborating to activate the park. Central Baptist Church, Curtis Park Neighbors, MoBetter Greens, Old San Rafael are partnering to create programs to keep the park activated and that the BID created a similar partnership kit to help raise funds for programs at the park.

3. What is the status of the construction on 29th and Welton? How much longer will they be working there?

Mr. Harris stated that he has not been updated, however he can reach out and find out more and share details in the next meeting.

4. The Gas Station building down from 29th street is there an update on a possible sale of this property?

Mr. Harris stated that has no update on that either. Mr. Harris stated that he saw a post that Wellington Web made regarding the old Fire House. Jesse shared that the City Council gave a proclamation on that building.

5. Is the next meeting in person?

Haroun shared there is an in person meeting each quarter and more likely the March 2025 meeting will be in person.

Nova Elu El posed a question. What is the selection of Artists for Murals? 40:04

- Mr. Harris shared he will put out an RFP for the artists. He will not be the person to select the artist. Mr. Harris shared that he will bring together the community to determine who the artists are and what they are proposing and some sort of application. The opportunity for artists will be on the Website and advertised far and wide. Mr. Harris stated that they will be looking for locals who understand what a mural significance means in Five Points Community.

VI. Adjourn the meeting

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

The meeting adjourned at **10:43 AM**.

The foregoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 11th day of February, 2025.

Five Points BID Chair

Attest.