

# FIVE POINTS

BUSINESS IMPROVEMENT DISTRICT

FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
 BOARD OF DIRECTORS REGULAR MEETING  
 November 13, 2024

MINUTES

|  |   |
|--|---|
| Meeting Invite by Zoom                         | <a href="https://us06web.zoom.us/j/85981557523?tk=W1sCzzU_OUUf1YW35sMbA-L_9Xi38DecQcaFp_1f9j0.DQcAAAAUBOZzExZJQklrLS1SN1I5R0owVjNJZnBWF3AAAAAAAAAAAAAAAAAAAAA">https://us06web.zoom.us/w/85981557523?tk=W1sCzzU_OUUf1YW35sMbA-L_9Xi38DecQcaFp_1f9j0.DQcAAAAUBOZzExZJQklrLS1SN1I5R0owVjNJZnBWF3AAAAAAAAAAAAAAAAAAAAA</a> |
| Meeting Recording By Zoom<br>Meeting Passcode: |   |
| Zoom Cloud Recording Link                      |   |
| Zoom Passcode:                                 | <a href="#"><u>mvaKex.5</u></a>   |

**Summary:**

- Nicole from Placer.ai presented a civic tool to the board, offering a discounted annual subscription rate of \$12,000, which includes technical support and unlimited reporting. The team discussed the potential benefits of analyzing visitor data to help businesses optimize their hours and marketing strategies, and considered a partnership with the University of Denver for strategic planning. The meeting also revolved around the scheduling of board meetings, the challenges of accommodating all stakeholders, and the potential for increased participation if meetings were held in the evening.

**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 Chair **Haroun Cowans**, at **10:06 AM**

- II. Introductions / Attendance:

|                   |               |                |
|-------------------|---------------|----------------|
| Haroun Cowans     | Board Chair   | <b>Present</b> |
| Paul Books        | Co-Vice Chair | <b>Present</b> |
| Nathan Beal       | Treasurer     | <b>Present</b> |
| Fathima Dickerson | Board Member  | <b>Present</b> |
| Nina Rupp         | Board Member  | <b>Present</b> |

**Absent:**

|                 |                            |                    |
|-----------------|----------------------------|--------------------|
| Maedella Stiger | Co-Vice Chair<br>(Excused) | <b>Not Present</b> |
| John Pirkopf    | Board Member               | <b>Absent</b>      |

**BID Staff:**

|               |                    |                |
|---------------|--------------------|----------------|
| Norman Harris | Executive Director | <b>Present</b> |
|---------------|--------------------|----------------|

**Invited Special Guests:**

| NAME             | TOPIC                       | ROLE                             |
|------------------|-----------------------------|----------------------------------|
| Nicole Alexander | Placer Representative       | Sales Representative of Place.AI |
| Marji Karish     | DU Partnership with the BID | Professor                        |

III. Administrative Items

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

**B.** Board Meeting Minutes: Paul Books shared his name was misspelled in multiple places. Aside from those revisions, There were no other concerns with the minutes. Norman Harris agreed to make the revisions and share the updated file with the board.

- **Paul Books** moved to approve the **September 2024 Meeting Minutes**.
- **Nina Rupp** seconded to approve the minutes.
- **All** were in **favor of the Motion to approve the minutes**.

**C.** Treasurer’s Report for August 2024| Nathan Beal

|                             |           |
|-----------------------------|-----------|
| Cash at Beginning of Period | \$367,810 |
|-----------------------------|-----------|

|                               |             |
|-------------------------------|-------------|
| Denver Water                  | \$146.83    |
| Westword (Credit)             | \$500.00    |
| Lejon Vivens                  | \$450.00    |
| Xcel Energy                   | \$174.24    |
| YSI Venture                   | \$410.00    |
| Gusto                         | \$ 7,432.21 |
| Keene Music Services (Credit) | \$450.00    |
| Total                         | \$7,213.28  |
| Cash at End of Period         | \$511,592   |

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

|                               |             |
|-------------------------------|-------------|
| Cash at Beginning of Period   | \$367,810   |
| Constant Contact              | \$108       |
| Consolidated Services Group 2 | \$6,173.63  |
| Curtis Park Neighbors         | \$3,500     |
| Denver Water                  | \$146.83    |
| Xcel Energy                   | \$133.84    |
| YSI Venture                   | \$410.00    |
| Gusto                         | \$ 48.21    |
| Total                         | \$10,373.68 |
| Cash at End of Period         | \$518,239   |

Old Business

**IV. 2025 Five Points BID Operating Plan & Budget final revisions| Executive Director - Norman Harris**

**a. Placer.ai. presentation (Nicole Alexander)**

**What is *Placer.ai*?**

Norman Harris stated that Placer is an app based web platform that will give the BID the ability to get real time data on of information from who's visiting the corridor, foot

traffic, sales data and more. Mr. Harris stated that Placer is used by other BIDs. The data can be pulled back to 2017. A pitch deck from Placer was shared in the Board meeting packet for the members of the Board to review. Demonstrations were able to help Mr. Harris see the reports for Juneteenth and Five Points Jazz Festival, which relies heavily on cellphone data.

Mr. Harris stated that the technology allows us to identify visitors in shared locations such as one business and the light rail, and the report can narrow down where they came from and went to.

Nicole Alexander, from Placer.ia stated that the subscription cost is \$12,000 which equates to 1k/month) and included with the subscription is a customer service manager to assist with running unlimited reports. Ms. Alexander stated that the BID can use it to look at other neighborhoods for comparison. Technical Support is included and usually customers schedule weekly, bi-weekly, monthly or quarterly meetings with the customer service manager. Shawn and Nicole at Placer.ai will support the BID. Ms. Alexander ended her presentation by saying she would send a few example reports to Norman Harris to share with the others.

Mr. Harris stated that Placer reports would be shared in each board meeting once it's implemented. Other reports can also be shared to help provide support for operating businesses. Also migration patterns can be used to study the businesses we are missing and target them to be brought to the points.

Paul Brooks agreed to be a part of the committee that helps determine which reports to run.

Haroun Cowans agreed that the product is needed and would like to learn more about how the reports are to be disseminated outside board meetings targeting businesses, retailers, or developers. Mr. Cowans stated that the BID must optimize the service to attract and retain businesses to the corridor.

Nina Rupp shared that this technology was used 20 years ago in Japan. She inquired about how once we identify the visitors we can target and interact with them.

Ms. Alexander clarified that there are limits to the technology that must fall in line with cell phone users' privacy.

Mr. Brooks spoke to how the technology can be used to target the low hanging fruit of knowing a handful of people stop at in-n-out on the way home.

Margie Cariage of the University of Denver mentioned that if we are not aware of the exact tracking source is it strictly ISO or Android, you could lose data from an entire audience of cell phone users.

Mr. Cowans reminded the members that the BID can not enter into a multi year agreement and reporting on a monthly basis is not enough. We actually need to hear feedback from the businesses.

Ms. Dickerson was in favor of adopting Placer.ai.

Nathan Beal asked Mr. Harris if he would have the time to take this on. Having the tools and understanding what we can get from it.

Mr. Harris confirmed the impact of events and also mentioned that the city requires that the BID answer how it is rating its effectiveness and what data the BID is basing its decisions on. Mr. Harris stated that the BID would be able to provide real data of the effectiveness of the organization.

Mr. Brooks asked how can the BID push that further and provide it to specific businesses and brokers who might be showing a space. Provide meetings to small businesses. Mr. Brooks stated that Norman can figure out the 3 to 4 reports that a Welton St. Restaurant would like to have.

Mr. Brooks stated that if we are promoting that we have the ability for a specific business this would increase ability for engagement and to help a business come in and construct a report for them. We can do this specific to a business. A tool for engagement.

Mr. Harris stated that the BID is working with Taco Uprising on marketing collateral. Taco Uprising created a flier in park hill and saw immediate people coming in. Placer.ai can provide a layer to not assume we are shooting in the dark and we can use social media targeting campaigns, or mailers to help us make better and more effective decisions.

**Mr. Paul Books** moved to approve the subscription for 1 year priced at \$12,000. **Haroun Cowans** seconded the motion with a vote of **4** votes in favor of the motion (Paul Brooks, Haroun Cowans, Fathima Dickerson, and Nathan Beal) one abstain (Nina Rupp) which passed.

Ms. Rupp followed up with questions about the effectiveness of the tool. Stating that she was concerned if we had talked to any of their customers to determine the effectiveness.

Ms. Dickerson asked Ms. Rupp if she had any recommendations for another company instead of Placer.AI? Ms. Rupp stated that she did not have a recommendation.

Mr. Harris responded that the Downtown Denver Partnership has shared they used Pacer.AI and it has become proven to be effective. Mr. Harris agreed to share more information with Ms. Rupp to address her concerns.

## New Business

### V. **New Business**

#### a. **University of Denver Partnership & Upcoming Class (Marji Karish)**

##### Summary:

In the meeting, the team discussed a partnership with the University of Denver, with Professor Margie Karish leading a class on the Five Points. The class, starting in January, aims to provide solutions for the district's challenges. The team also discussed the possibility of having multiple classes focusing on different aspects of the district, such as short-term and long-term solutions. The action item was for each board member to meet with Professor Karish between now and the class's start date

to provide more specific questions and understand schedules. The ultimate goal is to align the class's strategic plan with the board's mission and values.

The details of the discussion regarding a Partnership with the University of Denver, through a Community Engaged Learning Course are to follow.

Professor Marji Karish was present and will share more details within the next few weeks. She and Norman will work to get all board members on a virtual meeting for the class to discuss the class goals that starts in January. Mr. Harris shared he is thankful of how this relationship came on line, Dilpreet (the accountant) has a relationship with the University of Denver. Norman, Dilpreet and Professor Karish walked Five Points for five hours to design a class for out of box solutions. The pronunciation of her name is Car-Ish.

Professor Marji Karish.

Ms. Karish stated that she has been a professor for 5 years at DU, is currently receiving her Doctorate in May and working in the Department of Communication Studies where they incubate ideas like this. She is also in the Daniels School of Business and worked together for 8 years. She is excited to see how the University of Denver can provide value. This will be a year and a half partnership. DU is on a quarter system, Winter is Phase 1. I'll be reaching out to discuss where the focus is? What we believe the students can deliver in that timeframe. So I won't go into those details right now.

Ms. Karish stated that after we incubate in the Communications Department in the first winter quarter next is the spring quarter and will include the entrepreneurship team. And she has two classes that she teaches that specifically are looking for opportunities like this to bring the business students in and provide value to our community partners.

So I mean that in a nutshell. What do you think? Okay, okay, I know we don't have much time, so I'm happy. Margie dot Karish at DU ([marji.karish@du.edu](mailto:marji.karish@du.edu)) is my email address. If anyone wants to reach out and ask any questions. And, Norman, thank you for walking me through the district. We are very excited to see what we can do to support the work.

Ms. Rupp stated that in 2008 and 2010 she was a Daniels College guest panelist, and a business entrepreneur and talked to and made suggestions to recruit Master / Graduate Degree students to give them job recommendations.

Ms. Rupp shared her excitement for this program knowing the students love getting out of the classroom to engage with real business leaders.

Ms. Dickerson asked what the partnership would look like and if the students would be visiting the corridor and what they would be doing.

Ms. Karish shared that the syllabus would include three visits to the corridor. She thanked Mr. Books for the many materials shared. Her thought is during the visits they would talk to different businesses and whomever else are considered a stakeholder. These details will be worked through over the next couple of weeks.

Mr. Jamuu shared more edification of the process and how it's managed by Professor Karish. The expectation should be that answers will come in real time as the work is being done. Check in with the team will help direct the students to work toward certain goals. So the students actually have to deliver something.

Mr. Harris shared that he has many thoughts as to what type of goals can be set for long term, short term, marketing, and from younger minds not tainted by politics. In addition, they should set time for each and every board member to meet with Professor Karish before the next board meeting and prior to the beginning of the class.

The class will focus on economic expansion.

#### **b. Denver Water Sponsorship (Norman Harris)**

Mr. Harris shared that after a couple of conversations, Denver Water wants to provide a sponsorship in the amount of \$15,000 to the BID. Mr. Harris stated that he believes all of the BID's deliverables are fairly easy. We should be able to deliver on all the things they're asking for, which would be them tabling at jazz in the park six times over next year. They want a table at a holiday event that we're working on. I'll talk about it. I'll probably send you guys emails we're not gonna have. It'll happen before our next board meeting in December as well as inclusion of the Denver Water logo at Juneteenth and Juneteenth website, which Norman can guarantee. They also want to be included in our monthly newsletters which we should be getting back online. When we have stuff to actually announce so they know the way they want to structure. This means we would also need to provide a monthly report. That they're going to send back in terms of formatting how that report would work.

Norman shared there would be an initial payment of \$10,000 at the start of the agreement, and then a payment of \$5,000 in May for the Juneteenth of 2025.

Mr. Harris stated that John Pirkopf, who unfortunately couldn't be here at this meeting today, shared that apparently Denver Water might have identified a conflict with them tabling at our holiday event last year, which I think could totally have been avoided.

Mr. Harris shared that he has met with Denver Water several times feels they're aligned knowing the BID is able to provide a platform for them to connect with the community about different efforts such as replacing lead pipes to water reduction, water usage but then wanting to be just involved in the advancement of the corridor with things such as Juneteenth all the way to the point where we're having discussions about Juneteenth, and are on the hook of figuring out how to help us get water delivered to folks at a much cheaper way than what we've been paying.

The business improvement district sponsors Juneteenth at \$5,000 a year. They literally have covered the BID's Juneteenth sponsorship.

Mr. Harris requested the board make a motion to approve the Denver Water Sponsorship Agreement.

Mr. Cowans asked if we had the template for the monthly report Denver Water requires. Mr. Harris did not have it as of yet.

**Mr. Books** moved to approve the sponsorship agreement of \$15,000 so long as the reporting isn't too difficult. **Mr. Cowans** seconded the motion with a vote of **4** votes in favor of the motion (Paul Brooks, Haroun Cowans, Fathima Dickerson, and Nathan Beal) one abstain (Nina Rupp) which passed.

**c. Five Points BID Staff Introduction and Update (Five Points BID Staff)**

Norman Harris introduced Dilpreet Jammu the BID board stating that Mr. Jammu is taking on responsibilities as the CFO, accountant, bookkeeper, along with strategic alliances like the DU partnership and also in attendance is Nova who has attended the board meetings and took over typing the BID meeting minutes. Missing are two others Jalaya and Howard which will be added to the agenda for next month's meeting.

**d. Re-Schedule of Strategic Planning Retreat (Norman Harris)**

Mr. Harris stated that he has been trying to schedule a strategic planning meeting with the Board and that he would try to find some time for us to meet again with the strategic planner.

**e. Denver Arts and Venues Update**

Mr. Harris shared that he had a meeting with District 9 and that Denver Arts & Venues is going to commit \$125,000 per year for cultural programming in 2025. A contract with a statement of work will be required under a contract. Mr. Harris stated that one of his goals was to make sure that we were increasing our operation capacity and to make sure that we kept the monies that were dedicated to jazz fest here on the corridor and utilized more effectively.

Mr. Harris stated that he's been working with Steven Bennett and Curtis Park neighbors quite a bit. The questions is will the money drive activations inside of businesses, so the businesses see a significant uptick of traffic? There'll be a community board that's gonna help with curating who the artists are. A contract similar to what we got from Denver Water will be sent to Spencer Fane to review. To make sure , we're covered legally. A decision will need to be made but we're gonna need to make a decision in December in order to get things rolling.

Ms. Rupp shared that in the past she hosted high school students through Endeavor Arts Museum for field trips to encourage learning more about arts.

Mr. Harris acknowledged that he is very interested in bringing more attention to the businesses closer to 20th street.



Mr. Harris stated that the money from Denver Arts & Venues along with Denver Water is getting us closer to reaching our goal in terms of what we said it would cost to make all these things happen.

**f. 2025 Monthly Board Meeting location and Cadence (Norman Harris)**

Mr. Harris stated that some business owners have shared that a board meeting in the middle of the day is tough for them to break away. In addition, the second week is tough for a few staff members. Darryl Watson has shared that Monday is the worst for him. We ask who is the priority? Satisfying business owners so they can attend the meeting?

Mr. Cowans shared that last year they made changes with the schedule and there still was little participation. Do we want to ensure Darryl Watson is present to all meetings? Another suggestion is to move it to the 3rd week of the month.

Members of the board agreed the meeting should maintain the priority of board discussions. Participation from the community can be obtained through stakeholder meetings at another time which have had a pretty good turn out.

Mr. Harris believes this space (Venture X Office) works better with the Owl. We can continue to meet here versus the library. There could be a cost at some point. Stephen Bennet is also a tenant and can reserve the space with his membership at Venture X as well. Follow up to this discussion will be added to the agenda in December's board meeting.

**VI. Public Comment**

John Hayden, a member of the Curtis Park Neighborhood organization stated that it doesn't make sense for RTD to keep running. We are asking them to reduce service with a more efficient way of service. They don't want to look like a failure. The community wants transit that works better for the community and RTD. Is there any guess for the timeline in seeing change?

**VII. Adjourn the meeting**

**Mr. Paul Books** 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 **11:44 AM**.

The foregoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 10th day of December, 2024.

Five Points BID Chair

Attest.