



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
October 14, 2020
MINUTES

Meeting Held: Wednesday, October 14, 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
Nathan Beal, Treasurer
Ryan Cobbins
Haroun Cowans
LaSheita Sayer
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 2:33 PM.

Board member, Haroun Cowans took a moment at the start of the meeting to recognize the recent passing of Louis Freeman. Mr. Freeman was a vital fixture of the Five Points community for decades and was a multiple business owner in the corridor. The Board encouraged those on the Zoom to support TeaLee's Teahouse, which he co-owned with his spouse, Rise Jones. Councilwoman CdeBaca through the chat also noted the exceptional Sunday brunch menu including a delicious vegetarian "pulled pork" sandwich.

No potential conflicts related to Agenda items were reported by FPBID Board Members in attendance.

Approval of Board Minutes – September 9 & 11, 2020

No corrections were discussed amongst the Board. Mr. Pirkopf motioned to accept the Meeting Minutes Ms. Stiger seconded. Vote: unanimous in favor, motion passed.

Treasurer's Report – July and August, 2020

Mr. Beal read the August, 2020 Financial Report to the board. A total of \$23,317 in expenditures were made for the month, which he then listed individually and included 17 COVID Relief Fund

grant payments. Final account cash balance at the end of the month totaled \$306,347. Ms. Stiger asked about the associated bank fees and Mr. Beal noted that he will look into the fees. With no further discussion, Ms. Stiger motioned to accept the August, 2020 financial report, Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

At last month's meeting the Board accidentally forgot the procedure to accept the July, 2020 Financial Report after Mr. Beal presented it. As a matter of procedure Ms. Sayer motioned to accept the July, 2020 financial report, Ms. Stiger seconded the motion. Vote: unanimous in favor, motioned passed.

Old Business

A. Ratify email vote to formally accept emergency votes by email

1. Open records request related to the selection of the Safe Outdoor Space at Cousins Plaza
The motion as presented to the Board by President Paul Books by email read: *“Approval of engaging Brownstein Hyatt Farber Schreck (BHFS) to submit open records request relating to the selection process of the proposed location and additional research of the Safe Outdoor Space selection process in general.”* The request was made of the Board because:

- The FPBID has standing to make request as site is in public ROW in the BID Boundaries
- Legal services paid for by BID members Fly Fisher Group and Palisade Partners

The email vote results were 5 for, 0 against and 1 abstention. Mr. Pirkopf made a motion to accept and ratify the results of the email vote, Mr. Cowans seconded the motion. Roll call vote: 6 for, 0 against and 1 abstention. Motion passed.

2. Formal stance against Cousins Plaza for Safe Outdoor Space and release vote results

The motion as presented to the Board by President Paul Books by email read: *“Acceptance and release of official statement of FPBID Board asking for a transparent and inclusive process in determining the location of proposed SOS site in Cousins Plaza.”*

The email vote results were: 6 for, 0 against and 1 abstention. Mr. Pirkopf made a motion to accept and ratify the results of the email vote, Mr. Cowans seconded the motion. Roll call vote: 6 for, 0 against and 1 Abstention, Motion passed.

MarCom Update

A. Holiday Event Proposal

Ms. Sayer presented an idea the committee has been working on for a holiday gathering on Welton to support retailers in the BID. This event is meant to build off the lighting efforts and encourage people in Denver to spend holiday dollars in Five Points. The event will take place on December 5th in the late afternoon (3 – 6 PM) with a number of experiences for people to take part in throughout the corridor. Exploration of the possibilities for indoor activities is happening related to COVID guidelines. A passport booklet will be distributed to encourage participants to walk the corridor and visit retailers throughout the BID. Plans include reenactors to stroll the corridor playing the roles of the people featured on the mural at the Five Points Walkway at Five Points Plaza.

The event will be promoted beyond the email and social posts to businesses strategy that has been used in the past. Five Points BID branded items will be available for giveaways. Additionally, the BID will provide funding assistance to businesses that provide product

sampling giveaways. There will be associated costs to pull off the event properly, the committee has developed a budget of \$10,000. The event will include a COVID safe unveiling of the Five Points Walkway Mural.

Ms. Sayer noted examples of products retailers could provide at the event. She also presented a number of sub committees that board members can volunteer to lead to help make the event happen.

Ms. Stiger noted that she has serious concerns of holding any kind of gathering during the pandemic situation. Ms. Sayer noted that the true gathering portions of the event have been removed. There are no formal gatherings planned, rather small activations throughout the corridor aimed at driving traffic to retailers. Ms. Sayer also noted that in comparison to other BID's in Denver traffic overall seems to be lower in Five Points and it is likely related to an awareness issue, which this activation hopes to address.

Ms. Stiger repeated her concerns and hopes the Board will consider holding off throwing an event at this time.

Mr. Cowans noted he is in favor of the idea and concept but understands the importance of keeping mindful of safety related to the pandemic.

Mr. Pirkopf encouraged the need for flexibility and a variety of optional back up plans, understanding that pandemic protocols may change plans but still allow for an event to some level.

Ms. Sayer noted that even if COVID precautions cause the event to be cancelled all together, the value in the prevent marketing will not be lost. There will still be the uptick in awareness in Five Points as a destination for holiday shopping and dining. However, in order to get the best impact, that marketing effort really needs to begin within the next few weeks. Mr. Books reinforced that idea by noting that Christmas lighting will be up in the 2600 and 2700 blocks with or without an event. All the efforts combined though provide more of a full rounded marketing approach.

Mr. Books hopes that some sort of recognition to the Five Points Walkway mural can be incorporated into the event. He also asked if sponsorship possibilities might be available yet. He mentioned potential sponsor companies as well.

Brief discussion about budget level as well as volunteer commitments from the Board and what is the proper ask of businesses in these limited capacity times took place.

Ms. Sayer noted that she had forgotten to mention that Blair Caldwell Library has expressed interest in participating with storytelling opportunities and potentially activating Cousins Plaza as a sock drop off or another charitable cause.

Mr. Pirkopf believes the BID needs to be more proactive than in years past in promoting the district over the holidays and he is in favor of moving forward.

Discussion continued around the appropriateness of an event at this time. Additional concerns were raised of the BID's promotion of their activities to support businesses in the

district in the past. Multiple Board members expressed a need to continue with this concept and adapt as COVID precautions dictate.

Mr. Cowans motioned to accept the proposed December 5th event with a not to exceed amount of \$10K. Ms. Sayer seconded the motion. Roll call vote 6 – 1 in favor, motion passed.

Mr. Books noted he can take on the business participants responsibilities. Mr. Pirkopf volunteered to chair the marketing efforts. Mr. Beal will lead the logistics efforts.

New Business

A. BID Security Opportunities

Mr. Books noted that the Committee had a call recently with a Community Resource Officer from DPD District 6 to discuss issues in the neighborhood. No immediate actions were taken from that but the initial outreach has been made and the partnership will continue to grow.

Ms. Sayer noted that when it comes to security in the BID it does feel as though we are failing.

Mr. Books noted that efforts are currently under way to identify the various properties and businesses in the BID that hire private security to see what can be done in a collective manner. This effort is still in its early stages, but the goal is to find efficiency in providing security services throughout the BID, at various times of the day.

Mr. Martinez noted that he will be doing a walk through in the BID with Community Resource Officers from District 2 and 6 the following day.

B. Public Hearing – 2021 Five Points BID 2021 Budget and Work Plan

Mr. Books noted that there has been a new line item added to the budget of \$10,000 for security opportunities related to the update just given.

At that point, Ms. Sayer motioned to open the public hearing on the 2021 FPBID Budget and Operating Plan. Mr. Cowans seconded the motion. Vote: unanimous in favor, motion passed.

Mr. Martinez went over the proposed budget summary and any updates from the month before when Mr. Beal presented the overall proposed budget detail. According to the proposed budget, in 2021 the BID will have a total of \$261,461 in expenditures with an ending cash balance of \$68,306. This leaves about four months of operating reserves which is about the recommended minimum by Ms. Laus, VP of Finance at the DDP.

Ms. Sayer asked for confirmation that budget to replace banners is still there and has not been absorbed to reserves as shown in the current for projections. Mr. Martinez noted that the funding is still available, and the projections are more for reference as they were not formally adopted by the Board. Formal adjustments to the final budget will be adopted by the Board in early 2021, if necessary, once all actual expenditures are completed.

In public comment an attendee asked if there is room in the 2021 budget to hold a holiday event again. Mr. Books noted that this could come from capital expenditures.

Mr. Books asked if the City was still providing some cost savings in tree removal and replanting. Mr. Martinez noted that there are some logistics to iron out yet, but the hope is that the city will cover both removal and replanting costs.

In response to another public comment, Mr. Books noted that the new custom bike racks and trash receptacles are finished and are awaiting final permits for their installation.

Ms. Sayer asked if there are any specific items identified under security such as cameras. Mr. Books noted that the capital expenditures can be rearranged to adjust as priorities change.

Discussion centered on the guaranteed nature of tax revenue and the ability of property owners to pay in the future. Mr. Books noted that the revenue mark set is a conservative number. Usually by June the revenue for the year is known and if adjustments are needed then the Board can review.

Dr. King in the public comments noted that a mill levy reduction may be in order because of economic times and pressures on property owners. Mr. Books noted that the FPBID levy is not the highest in the city and talked about the reasoning for the selection of the rate level that was eventually voted on by rate payers and the type of budget and services the levy would provide.

Ms. Sayer noted that the current budget does not even provide for the projects the Board would like to accomplish now. The goal is to gain in budget by increased revenue based on property value. Mr. Books noted that the idea is not completely closed but with the election to form the BID held relatively recently and the long-range goals of the BID in mind, it is best to continue with the current Mill levy.

With no further questions from the public, Ms. Sayer moved to close the public hearing on the FPBID's 2021 Budget. Mr. Beal seconded the motion. Vote: unanimous in favor.

Mr. Pirkopf moved to accept the 2021 budget with the following updates:

- Adding a \$10,000 holiday event line item
- Adding a \$10,000 security expenditures line item
- Adjust the gateway signage line item down to \$25,000
- Adjust the Xcel pole banners down to \$15,000

Mr. Cobbins seconded the motion. Roll call vote: unanimous (5-0) in favor, motion passed. (By this time both Mr. Cowans and Ms. Stiger left the call on excused absence)

District Maintenance & Administrative Update

Mr. Martinez reported on the following items

A. Fall Tree Planting and Irrigation Repairs Update

Two trees have been procured for the 2700 Block, track side. The contractor is currently in the process of securing permits to remove and replant. After removal of the trees they will also address the irrigation issues in those pits. We expect the contractor to do some exploration work on the leak in the area of the backflow cabinet under the sidewalk as well.

B. Be Woke, Vote Voter Registration Event

The event will be held Saturday, October 24th from Noon – 4. The main area will be set up in front of the Blair Caldwell African American Research Library with multiple opportunities

for people to register to vote in a safely distanced manner. The BID has been sharing posts on its social media channels.

C. Blair Caldwell Stakeholder Deign Working Group

The working group was formed for community members to provide input on the library's amenities and designs for first floor renovations. Mr. Martinez is participating as a representative of the FPBID. The working group is comprised of a cross section of the community and community organizations. There have been two meetings to date, held by Zoom and facilitated by Zozo group.

D. General Maintenance and Quality Control Report

The proposed 2021 Budget and Operating Plan was submitted to City by the September 30th deadline. An updated budget will be sent to our contact. Mr. Martinez and his team spent a total of 30 Hours on quality control this month as well in the district. The team is noting a slight uptick in graffiti tags in the right of way.

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

Public Comments

Mr. Martinez noted the receipt of letters from Ms. Lynne Bruning regarding concerns of a parking agreement at the Charity House project. The letter also raises concerns over the use of BID services being given in front of a non-commercial property.

Mr. Books noted that typically the BID does not weigh in on projects of this type. The issues being raised in this instance are more of an RNO issue. As long as the project is meeting all standards and regulations set by the City, the BID typically does not take stances. Mr. Books noted that the understanding about the parking agreement is that if the agreement is ended a parking option will need to be found to not be in violation of the property's use permit and operations ceased.

Mr. Pirkopf added that the BID is in favor of activating Welton and also feels it important to encourage developers communicate with the RNOs in the area and other community groups to ensure developments happens with true community input. He noted that the BID should continue to encourage active uses on Welton and encourage projects that utilize transit options and mix use to the street, but did not feel it appropriate for the BID to pick and choose which developments to support or not.

Ms. Bruning noted that the Cultural Historic District does not run all the way to Downing from Park Avenue but ends at the 2900 block. Mr. Books noted it may be of interest to the Board to consider extending that border to Downing.

Mr. Martinez also noted that he is working with the maintenance contractor to provide shirts and caps with Five Points BID logo for branding purposes.

With no further business, the meeting adjourned at 4:29 PM with a motion from Ms. Sayer seconded by Mr. Pirkopf and approved unanimously.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 11th day of November, 2020.

FPBID Board President

Attest:
