



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
APRIL 14, 2021  
MINUTES

Meeting Held: Wednesday, APRIL 14, 2021 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  
LaSheita Sayer  
Haroun Cowans

Excused Absence:  
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 2:32 PM.

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

**Approval of Board Minutes – April 14, 2021**

Mr. Books pointed out a spelling error of his last name in the first paragraph of the minutes. No other corrections were noted. Mr. Cobbins moved to accept the March 10, 2021 Board Meeting Minutes as presented. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

**Treasurer's Report – February 2021**

Mr. Beal gave the February 2021 Financial Report to the board. A total of \$19,476 in expenditures were made in the month of February, which were then listed individually. The final account cash balance at the end of the month totaled \$182,812. With no questions regarding the February 2021 financial report, Mr. Cobbins made a motion to accept the February 2021 Treasurer's Report. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

## **Resolution to Set Public Hearing of Final 2020 Budget Adjustment for May 12<sup>th</sup> Board Meeting**

Mr. Martinez noted that final accounting for the 2020 fiscal has been completed. Because items such as the Holiday Stroll, COVID Small Business Relief Grant, and First Friday Jazz Hop sponsorship were not a part of the original budget, a final end of year adjustment will need to be made. As such, the Board needs to set a date for a public hearing to review the adjustments and make the expenses a formal part of the 2020 operating budget. Mr. Cobbins asked if the City Council approved the original budget. Mr. Martinez informed the Board that the City Council did approve the original budget and will approve the final budget adjustment later this year. Mr. Cobbins motioned to set a public hearing for the purpose of adjusting the 2020 Operating Budget on May 12<sup>th</sup> at 2:30 PM as part of the regular monthly Board Meeting. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

### **Community Updates**

#### **A. COVID-19 Vaccination Information**

Elbra Wedgeworth introduced herself as a member of Governor Polis' State Equity Outreach Team to provide COVID vaccinations throughout the State of Colorado.

Ms. Wedgeworth's efforts are focused on Denver County. Her team's goal is to make sure that there is equal access to the vaccine, provide guidance and host pop-up clinics throughout the County. Ms. Wedgeworth mentioned that the Blair Caldwell Library recently hosted a pop-up clinic in their parking lot and others in the FPBID are in planning stages now. Ms. Wedgeworth closed by reiterating that it is their goal to have as many pop-up locations as possible to vaccinate the community and provide equal access.

Mr. Books asked Ms. Wallace to work with Ms. Wedgeworth to help pass along information about upcoming events and clinics through the BID's social channels.

#### **B. 1<sup>st</sup> Bank Black / African American Business Development Group**

Ms. Wedgeworth then presented in her capacity as one of the members of the Board of Trustees of First Bank regarding the company's BAABDG efforts. Ms. Wedgeworth introduced Hawzienawit Gebremedhin to discuss the program.

Ms. Gebremedhin introduced her colleagues also on the call: Shannon Jones, Sean Choi, Jennifer Dunn, and Greg Shields.

The BAABDG began in 2017 with a goal to increase First Bank's banking relationships in the Black community. First Bank has a Multi-Cultural Banking Center located in Lakewood and the Bank's presence has grown with minority and women owned businesses over the years since the BAABDG's establishment. By focusing their efforts on increasing homeownership, financial literacy, access to capital, and workforce development among people of color, the BAABDG has tripled First Bank's loan growth. Ms. Gebremedhin shared her email, [Hawzienawit.Gebremedhin@efirstbank.com](mailto:Hawzienawit.Gebremedhin@efirstbank.com)

Mr. Cowans noted that a recent survey conducted by the Fly Fisher Group found that on the 4-block stretch of Welton in the heart of the BID there are about 35 Black/Minority/Women owned businesses.

Ms. Gebremedhin noted that First Bank is currently looking for a greater Five Points Neighborhood branch. She also noted that she looks forward to sharing information with the BID to benefit businesses in the area and to help spread the word of First Bank's programs as well as benefits of doing business in the FPBID.

Mr. Choi encouraged prospective business owners to reach out to the team no matter how early it may be in their vision or long-term goals.

Ms. Sayer noted the advantages to having a local bank in the area and encouraged First Bank to locate an office in the area soon to partner with the diverse stakeholders in the area. Ms. Wedgeworth added that the team presenting today makes decisions as leaders and as such is making banking more inclusive.

### **Old Business**

#### **A. Ratify email vote for MarCom Contract Extension**

Mr. Books gave background information for the benefit of those in attendance on the issue. While the MarCom agreement was initially extended through March 31<sup>st</sup>, the search for a replacement contractor will require extension of the agreement with Ms. Wallace through April. As a result, the Board had to hold an emergency email vote to extend the agreement for services with Wallace Marketing Group, through the Downtown Denver Partnership, through the end April. Mr. Martinez noted that the result of the email vote was 6-0 in favor of extending the current agreement.

Mr. Pirkopf motioned to ratify the emergency email vote. Ms. Sayer seconded the motion. Vote: unanimous in favor, motion passed.

Mr. Martinez reminded the board that some adjustments were made to the original 2021 operating budget in order to provide the budget to meet the redefined Scope of Work in the MarCom Agreement. The Other Maintenance, Events/Activation Sponsorships, Holiday Lighting, Holiday Event Expense, Marketing Administration and Contingency Funds line items were all adjusted. The adjustment will require the Budget to be formally amended during the year.

#### **B. Recommendation for MarCom Provider**

Ms. Sayer reported that 6 proposals were submitted in response to the Five Points Marketing Communications Services RFP. The company that the selection committee is recommending for selection is Five Points Marketing Group or 5PMG. The group has experience with other cities and districts. The committee felt confident that the work 5PMG has done with other groups to promote their brand and attract people to destination districts is similar to what they will be tasked with accomplishing in the FPBID.

Mr. Martinez introduced Kalisha Frazier – Project Manager, Chuck Jones - CSO, LeJon Vivens - CEO, Andres Acosta - Product Marketing Director.

Once completed, Mr. Martinez will send a copy of the final Agreements with both the Downtown Denver Partnership, the lead contractor and the sub-contractor 5PMG for review and approval by email vote which will be ratified at the May Board Meeting. Mr. Cobbins made a motion to approve the recommendation from the marketing committee to have the

DDP hire Five Points Marketing Group as the MarCom Service Contractor. Ms. Sayer seconded the motion. Vote: unanimous in favor, motion passed.

C. Review of Five Points Street Art Summit Event Request

Mr. Martinez reviewed the presentation made to the Board by John Futrell in March regarding the proposed event. At that time, the Board asked Mr. Futrell to allow for the BID to draft an official request form for the Board to review the grant request this month. The Board reviewed the application which is for \$2,500. The total event budget was listed as \$40,000.

While the event date states August 9<sup>th</sup>, the event is expected to be a 7-day event. A glitch with the form only allows for one date to be submitted. Mr. Martinez noted that FPBID branding on collateral pieces is a requirement of the grant.

Mr. Books reminded the Board that part of what has been updated in the grant guidelines is that the grants are now reimbursable, helps to ensure no funds are lost if the event does not happen, as well as ensure each of the requirements of the grant are met before funds are disbursed.

At this point no locations have been solidified for involvement and part of Mr. Futrell's ask last month was for the Board to help connect artists with property owners open to the idea of having murals on their building.

Grant guidelines require the event to support the mission of the FPBID which requires events to provide benefit to businesses located in the FPBID. Ms. Sayer asked that guidelines more specifically call out the need for event to take place in the FPBID.

Ms. Sayer made a motion to fund the Five Points Street Art Summit at \$2,500 with the condition that there is an activation on the Welton Corridor. Mr. Cowans seconded the motion. Vote: unanimous in favor, motion passed.

**MarCom Update**

Ms. Wallace began her update with information on a recent Denver Post article, "How a Picture of 20 Black Women inspired a Denver Neighborhood" highlighting the women business owners on Welton Street.

Ms. Wallace then discussed Marketing Committee projects that she will be working with 5PMG through their transition. Along with general on-boarding, Ms. Wallace will be getting the team up to date on the progress of gateway signs, excel banners, pedestrian summer banners, and the promotion of current and future events.

Ms. Wallace again closed her report by sharing the various ways stakeholders can stay engaged with the BID on various social platforms and involvement with the Marketing Committee.

**District Maintenance & Administrative Update**

Mr. Martinez noted to the Board that as per the BID's bylaws, the annual Board term calendar runs through the end of June. He mentioned that the Board may want to consider developing a nominating committee to review the Executive Committee's make up which has stayed the same since the Board's inception. The Bylaws call for a Board President, Two Vice-Presidents, a

Treasurer and a Secretary, which can be a non-Board member appointee. Mr. Martinez currently fills the Secretary role. When Dr. Cousins-King did not renew her term, one of the co-VP spots was left open and has not been replaced. Should the Board choose to adjust the executive positions, the new term will begin with the July 14<sup>th</sup> meeting.

Mr. Martinez then updated on the progress of the multiple RFPs the FPBID is undertaking this year. The Tree Health Services RFP deadline was on the March 31<sup>st</sup> and a recommended contractor will be brought to the Board in May for approval. The MarCom RFP closed out on the 10<sup>th</sup> of March and as mentioned earlier, 5PMG was selected. The Maintenance, Custodial and Snow Removal RFP is still open with a closing date of May 12th. Mr. Martinez added that the City Forester is participating on the Tree Health RFP Selection Committee and this has already proven helpful in reinforcing the dire condition of the street trees along Welton in the BID.

Mr. Martinez will also be working with his contact for the Five Points Historic Cultural District Design Review Committee to get needed information loaded on the BID's website and fill any vacancies that exist.

**Public Comments**

Mr. Books noted that the City of Denver has produced a video titled [Five Points: A Denver Legacy](#) as part of the I AM DENVER series. The video highlights a number of important cultural sites in the neighborhood and several FPBID stakeholders as well. He encouraged attendees to watch the video.

No other comments from the public were made.

With no further business, Mr. Pirkopf moved to adjourn. Mr. Cowans seconded the motion. The meeting adjourned at 4:00PM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 12<sup>th</sup> day of May 2021.

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FPBID Board President

Attest:

  
  

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