



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
May 12, 2021
MINUTES

Meeting Held: Wednesday, May 12, 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
Maedella Stiger

Excused Absence:
Haroun Cowans

BID Staff: Vincent Martinez, Downtown Denver Partnership
Kalisha Frazier, Five Points Marketing Group

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 any of the FPBID Board Members.

Approval of Board Minutes – April 14, 2021

No discussion of the April Board Minutes was requested. Mr. Cobbins moved to accept the April 12, 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 March 2021 Financial Report to the board. A total of \$14,742 in expenditures were made in the month of March, which were then listed individually. The final account cash balance at the end of the month totaled \$197,716. With no questions regarding the March 2021 financial report, Mr. Cobbins made a motion to accept the March 2021 Treasurer's Report. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. Five Points Seating Area Update

Mr. Cobbins points that there are currently two spaces that are in the works of getting activated as a pedestrian plaza.

The first location being the plaza outside of Coffee at the Point, this area is looking to be activated by DOTI. The second location would be on Clarkson Street between 26th Avenue and 28th Street. The long-term goal is to have both locations serve as permanent seating areas and gathering places with options for families and individuals. The planning team is working with Excise and License to obtain a liquor license so that alcohol can be served responsibly in the seating areas.

Mr. Cobbins noted that he is open to working with the Curtis Park Neighbors RNO as the overall community is an intended user and their input is important, in response to a question of the RNO's involvement.

B. Public Hearing of Final 2020 Budget Adjustment

Prior to opening the public hearing, Mr. Martinez informed FPBID Board Members that the BID is considered a local government, and by state statute must provide amendments when original appropriations in the BID's General Fund are exceeded.

The 2020 budgeted expenditures added up to just over \$275,000 and an additional \$56,877 in expenditures were made and all approved by the Board at the time. The source of the additional expenditures stemmed from Holiday Lighting, the Holiday Stroll and the Small Business COVID-19 Relief Grants.

After the background info was given, Ms. Stiger motioned to open the public hearing on the 2020 final operating budget amendment. Ms. Sayer seconded the motion. Vote: unanimous in favor, motion passed.

In response to a question in the chat, it was noted that budget expenditures must adhere to the Mission of the FPBID and as such are spent to strengthen and enhance the efforts of business and property owners who live, work in, or contribute to the historic Five Points neighborhood.

Mr. Martinez noted the Five Points Walkway Mural was funded through capital reserves in lieu of gateway signage that was originally planned for in the BID budget.

With no further question or comments from the Board or general public, Ms. Sayer made a motion to close the public hearing on the 2020 final operating budget amendment. Mr. Cobbins seconds the motion. Vote: unanimous in favor, motion passed.

Mr. Pirkopf then made the motion to accept the final amendments to the 2020 FPBID Operating Budget. Mr. Beal seconded the motion. Vote: unanimous in favor, motion passed.

C. Ratification of Email Vote to Extend Marketing Communications Agreement with the DDP for 1-year

Mr. Martinez recapped that an email vote was necessary after the April meeting and was required in order to move forward with the hiring of a new Marketing Communications Services Contractor. The vote called for the continuation of the Marketing Communications Agreement with the DDP for 1-year. It also instructed the DDP to hire Five Points Marketing Group as sub-contractor for the services. The final vote tally was 6 - 0 in favor. Ms. Sayer motioned to ratify the email vote extending the marketing communications services agreement. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

D. Board Leadership Discussion

Mr. Books noted that the FPBID was created in 2016 and leadership has stayed the same since inception. Original Board Members currently serving are Mr. Beal, Mr. Pirkopf and himself. Mr. Books adds that even though he has been in the President position for five years he welcomes change in the position and that he will still continue to serve as a Board Member.

Mr. Books noted that he has talked with those that have been considered for leadership positions by fellow board members and presented the following candidate slate:

President: Ryan Cobbins

1st Vice President: John Pirkopf

2nd Vice President: Lasheita Sayer

Treasurer: Nathan Beal

Secretary (appointed, ex-officio): Vincent Martinez

Board member terms run July 1st through June 30th of the following year. Proposed officer positions run on the same calendar.

Mr. Pirkopf stated that he likes the idea of having a business owner as the President, instead of a property owner, adding a new perspective in the role.

Ms. Stiger asked if further discussion of the slate of officers is possible.

Mr. Books noted that because a vote is not necessary until June for a July start to the terms discussion either in the meeting or offline is possible.

Discussion ensued on the idea of term limits and the cycling of officers. Examples were given by Mr. Martinez of the leadership selection process of similar groups. The Board concluded that this discussion may best be left to a board committee to review the FPBID's by-laws and update as necessary.

New Business

A. Tree Health Services Contractor Selection

Mr. Martinez goes over the process of the Tree Health Program. Mr. Martinez states that SavATree is the top recommendation for the RFP, adding that City Forestry was involved in the process.

City Forestry is looking to replace as many trees as they can in the corridor. As City Forestry would be taking on the replacement of the trees and trimming, the scope of work has changed very much to Tree Health Services, specifically – fertilization.

Mr. Cobbins asks about addressing the tree grates. Mr. Martinez answers that traditionally that responsibility falls on the adjacent property, but the board can look to see if the board can take on this responsibility.

Ms. Sayer asks to clarify the motion and would like a pricing chart for how much it would cost to replace the tree grates and how many trees would be replaced. Mr. Martinez answers that there will be around the area of 29+ trees that could be replaced. Mr. Martinez also adding that a pricing chart could be built and would look into the funds to fix some of the tree grates.

Mr. Cobbins makes the motion to move forward with SavATree as the THP FPBID Contractor. Mr. Beal seconds the motion. Vote: unanimous in favor, motion passed.

B. Five Points BID Job Fair

Ms. Sayer presented an idea to put on a Five Points focused job fair to help the various retailers, restaurants and bars in the district connect with potential employees and possibly grow the potential labor pool. As capacity limits are beginning to be lifted, one of the main challenges small businesses are facing is finding talent. Ms. Sayer hopes that this could be a way for the businesses of Five Points to demonstrate that the area is a “cool place” to work. Board members shared thoughts and ideas of what this event could be and challenges of such an event.

After continued discussion, Ms. Sayer noted that she will continue to refine the idea and potentially bring more detail to the next meeting.

No Board action necessary at this time.

MarCom Update

Kalisha Frazier was introduced to those in attendance. Ms. Frazier serves as the account manager on behalf of the Five Points Marketing Group who began working with the BID as the MarCom Services subcontractor in April. Ms. Frazier stated that she and Ms. Wallace met multiple times at the end of April to help on board her as 5PMG came on board.

Banners have been approved by the MarCom sub-committee – no comments from the board. Other accomplishments from Ms. Frazier are updating the website links to businesses on the Business Listings Page. Ms. Frazier has also started meeting with stakeholders and business owners throughout the BID.

Upcoming projects for Ms. Frazier are the banner installation and the website rebuild plan.

District Maintenance & Administrative Update

Mr. Martinez recapped the RFPs that were released by the FPBID in 2021 – Tree Health Services, MarCom services, and Maintenance, Custodial and Snow Removal services.

Mr. Martinez also reported that he has sent a 1-page info sheet on the Historic Cultural District Design Review Committee for comments from his contact, a sitting member of the committee, for comments and review. He will follow up to get info to Kalisha to add to the FPBID website when complete. The FPBID will then facilitate filling any empty seats on the Review Committee.

Public Comments

No other comments from the public were made.

With no further business, Ms. Stiger moved to adjourn. Ms. Sayer seconded the motion. The meeting adjourned at 4:15PM.

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

FPBID Board President

Attest:
