



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
July 12, 2023
MINUTES

Meeting Held: Wednesday, July 12th, 2023, at 10:00 AM,
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, Co-Vice Chair
John Pirkopf

Excused Absence
Haroun Cowans, Chair
Maedella Stige, Co-Vice Chair
Nathan Beal, Treasurer

BID Staff: Vince Martinez, Downtown Denver Partnership
LaSheita Sayer, ZoZo Group

The meeting was called to order by Co-Vice President Paul Books at 10:01 AM and noted that because of absences, quorum would not be met.

Administrative Items

A. Disclosure of Potential Conflicts of Interest

There were no disclosed conflicts of interest.

B. Board Meeting Minutes – May 10th, 2023

Due to quorum not being met, the board was unable to approve the May 10th minutes.

C. Treasurers Report.

In Mr. Beal's absence, Mr. Martinez reviewed the year to date expenses over the budget noting no significant areas of concern since spending has been minimized while the Board initiates committees and a search for a manager. He then listed the monthly expenditures. In April, there was \$23,612 in expenditures, with a final fund balance of \$441,127. In May there was \$26,486 in expenditures with a final fund

balance of \$447,001. Again, due to lack of quorum, the board was unable to approve the Financial Report.

D. Change Annual Meeting Date

Mr. Martinez noted that while the FPBID's fiscal year is based on a calendar year, because of the timing of the formation of the BID, the Board's calendar is based on a July 1st – June 30th calendar. As a result, The July Board Meeting has traditionally been considered the Annual Meeting. Because the two existing open Board seats should be filled and reappointments of existing Board members finalized by the August meeting, and now because quorum was not met today, Mr. Martinez suggested to the Board that they consider the August Meeting this year's Annual Meeting.

Because of the lack of quorum Mr. Martinez will be sending the issue out for an email vote.

Mr. Books mentioned that there 4 applications were received for the two open Board positions.

New Business

A. Executive Director Description Vote

Mr. Martinez and Mr. Books reviewed the draft of the Executive Director Job Description and the expectation of the role. Mooks also referenced the results of the survey of business and commercial property owners conducted earlier this year, noting that while the vast majority agreed that a Director is needed to lead BID efforts, the desired pay rate varied.

Mr. Pirkopf added that the Executive Director would act as the face of the BID, one who would be well-connected to the community, and could coordinate the efforts of various volunteers and committees.

Mr. Martinez explained that the job description would be available online once approved by the Board. He committed to sending it out to the Board for an email vote and then share the link once posted.

Old Business

A. Five Points Intersection Pedestrian Plaza Update

Mr. Martinez introduced Mr. Brett Boncore and Ms. Karen Good, with the Department of Transportation and Infrastructure at the City. Ms. Good gave a quick introduction to the programs aimed at transportation and pedestrian enhancements in Denver and then gave the floor to Mr. Boncore. Mr. Boncore reviewed goals of, and progress made on the Neighborhood Transportation Management Plan: Five Points Action Plan. Specifically, noting that the paint and bulb-outs along Welton are completed and the completion of the street mural and installation of amenities at the Five Points Intersection Pedestrian Plaza is expected in the next couple of weeks.

He also noted the City's desire for a kickoff celebration of some sort. Mr. Martinez mentioned the final Viva Streets on August 6th may provide an opportunity. Mr. Books added that a tie-in with First Friday in September might be easier to execute. Ms. Sayer explained some other upcoming events and suggested some additional events in September.

Discussion of support for a kick-off event ensued. At the conclusion of the discussion Ms. Good committed to inquire with CCD about possible funding for an opening event and City Staff availability for September First Friday. Mr. Books committed to speak with incoming business, Fixins Soul Kitchen to determine feasibility of providing food samples, and Mr. Boncore was encouraged to reach out to Norman Harris, Jazz Hop coordinator, to inquire about music possibilities.

General discussion of potential projects that have been discussed in the past including conversion of Welton into a two-way street, potential traffic calming strategies and connectivity of the 10-blocks of the BID were discussed. Ms. Good noted that none of the improvements provided currently, hamper the possibility of conversion of Welton to two-way, but that it is not in any immediate plans of the City. She also noted that the traffic concerns noted should be reported to 311, which then initiates the process for traffic studies and potential solutions through City departments.

Committee Updates

A. Marketing

Mr. Pirkopf explained the origins of the committee. He mentioned the areas of focus, including recaps of Jazzfest and Juneteenth, and the progress of the restoration of the historic markers. He also explained how businesses can advertise via the BID.

B. Business Engagement

Ms. Melanie Williams, Venture X Denver – North and Committee Chair, recounted the committee members and explained their focus of engaging business to share information and have involvement in the BID's decision-making process. The committee also discussed marketing strategies. She mentioned that they will meet every third Wednesday.

C. Community Engagement

Mr. Martinez shared notes from Ms. Fathima Dickerson, recapping what they had discussed this past month. He noted that similar to the other committees, they discussed ways for businesses to cross-promote and strategies to make businesses better known to the surrounding community. The primary goal of the committee was identified as strengthening community.

Mr. Pirkopf mentioned the beneficial similarities between the Business Engagement Committee and the Community Engagement Committee was encouraged about the two committees working together to help build engagement among the various stakeholders.

MarCom Update

Ms. Sayer presented a slideshow displaying social media tools, including Facebook and Instagram as public-facing entities. She also explained tools for community support, such as emails and websites. She also mentioned keeping stakeholders updated on businesses and their hours of operation.

Ms. Sayer then went on to present sections of the June newsletter and its purpose and content. She also presented social media traffic numbers. She presented upcoming banners for the Xcel light poles, an upcoming business directory, and Viva Streets signage, noting the success of the activation.

Lastly, Ms. Sayer discussed the City's Neighborhood Activation Grant opportunity and the ideas to enhance holiday lighting and additional enhancements to support business activity in the holiday season. ZoZo Group is offering to develop a grant application to provide enhanced lighting opportunities, which could be extended beyond the two-blocks where BID owned pedestrian lights exist, and interactive experiences in the public right of way during the holiday season to support business activity in the corridor. Ms. Sayer is offering to provide services above and beyond the current Scope of Work of the MarCom services agreement, to manage the application process for this grant opportunity. Because this is outside of the current scope agreement, there would be a \$2,000 fee for services.

Again, with the lack of Quorum and the looming application deadline next week, Mr. Martinez will be presenting the issue for an email vote.

Capital Expenditures and Administrative Update

Mr. Martinez gave an update on the Xcel banner poles noting that the application for a permit has been submitted. He also updated that the initial permit request for the Five Points entry sign had been denied by the city with no reason given and follow up is occurring to understand what is needed.

Public Comments

There were no public comments.

With no further business to discuss, Mr. Books called concluded the meeting at 11:47am

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 13th Day of October 2023.

DocuSigned by:



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FPBID Board Chair

Attest:
