



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS REGULAR MEETING  
January 10, 2024  
MINUTES

Meeting Held: Blair-Caldwell African American Research Library  
2401 Welton St, Denver CO, Large Meeting Room

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:

Haroun Cowans, Board Chair  
Paul Books, Co-Vice Chair  
Nathan Beal, Treasurer  
Fathima Dickerson  
John Pirkopf

Absent: Maedella Stiger, Co-Vice Chair (Excused)  
Nina Rupp (Excused)

BID Staff: Norman Harris, Executive Director  
Vincent Martinez, Downtown Denver Partnership,  
Ryan Butcher, Downtown Denver Partnership  
LaSheita Sayer, ZoZo Group

The meeting was called to order by Board Chair Haroun Cowans at 10:04 AM.

**Administrative Items**

A. Disclosure of Potential Conflicts of Interest  
There were no disclosed conflicts of interest.

B. Board Meeting Minutes – 12/13/2023  
With no requests for discussion or corrections noted by any Board Members, Mr. Beal moved to approve the minutes from the December 13<sup>th</sup> meeting, Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

C. Treasurers Report April – November 2023  
The November treasurers report was tabled until the February Board Meeting

## **New Business**

### **A. Announcement of Norman Harris as new Five Points BID Executive Director**

Mr. Cowans announced the new Executive Director of the Five Points Business Improvement District, Mr. Norman Harris. Mr. Harris was welcomed by the board, and he introduced himself, along with his vision and intentions for the BID. He explained that his first 90 days will be spent working closely with the Downtown Denver Partnership, ZoZo Group, and most importantly, the stakeholders along the Welton corridor, with the goal of creating a shared, collective vision for the BID.

### **B. Renewal of Maintenance Agreement with CSG**

Mr. Martinez presented the maintenance agreement renewal with CSG and explained some small budgetary differences from the previous year. CSG is asking for an annual increase of \$2400, or \$200 a month, for an increase in storage capacity. The initial budget line item for this agreement was approved in the Fall but did not include the additional storage fees. As such, the Board needs to approve the new cost before signing off on the agreement. Mr. Martinez explained that this will be the second renewal year after the initial contract year. The agreement allows for up to four contract renewals for a total of five years.

Mr. Cowans asked about the reason for the storage increase, and Mr. Martinez explained the increase in Holiday Stroll items and other event related items have increased space needs. Mr. Cowans expressed concern about the increase in the contract, and Mr. Beal explained that part of the contract may be terminated.

Questions regarding CSG's snow service pricing were raised. Mr. Martinez explained that snow removal is charged on an hourly basis per storm for hours above the daily required schedule.

Mr. Harris asked about CSG's scheduling for service delivery. Mr. Martinez explained that there are techs on the corridor 7 days a week, 4 hours a day.

Mr. Books recommended approving the contract for the time being and asking Mr. Harris to investigate storage needs and options and bring a recommendation to the Board at a later date. Mr. Books then made the above motion, Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

### **C. Renewal of MarCom Agreement with DDP**

Mr. Martinez explained that the agreement between the Five Points BID and the DDP expired at the close of 2023. He is recommending to the Board an extension of the agreement through the end of February to assist with the onboarding of Mr. Harris and assistance with administration of Jazz Roots.

Mr. Books explained that the 2-month contract will allow Mr. Harris to focus on developing a 30 – 60 – 90-day action plan for the BID as a whole including a marketing, outreach, administrative and activation roadmap for March and beyond.

Mr. Pirkopf motioned to approve the renewal of the MarCom Services Management Agreement with the Downtown Denver Partnership through February 29, 2024. Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

Ms. Dickerson, brought up that as a new Board Member she has a number of questions of not only procedures but also organizational background and asked of the benefits of developing some sort of orientation opportunity for not only the new Executive Director but also the new Board Members.

Mr. Martinez noted that an orientation handbook was developed the last time new Members were seated and the hope was to go over it in person with them. However, schedules never met, and the new members were basically just emailed the handbooks. Mr. Martinez also noted that he believed that the previously seated Board Members were never sent the handbooks. All agreed that it would be beneficial to hold some sort of onboarding and planning meeting of the Board and the new Director, separate of a regular Board Meeting.

Myron Melnick, Five Points BID commercial property owner, raised concerns over what he believed was a proposed closed-door meeting amongst the Board. Mr. Cowans assured him that all applicable open meeting laws will be followed for this meeting of the full Board.

Mr. Melnick then raised concerns over the ability to hear clearly in the large room.

## **Old Business**

### **A. St. Patrick's Day Request.**

Mr. Martinez explained that the operators of Duke's Sandwich Shop/Scratch Bakery will be taking over planning the St. Patrick's Day parade, and they will present at the February board meeting. Mr. Harris disclosed that he was initially in charge of planning but stepped down due to a potential conflict of interest as a candidate for BID Executive director.

### **B. Jazz Roots Update**

Ms. Sayer explained some of the events and bands planned for the Jazz Roots activation and some of the partners that are collaborating. She also explained the scope and duration of the event. In all, there will be 6 venues participating.

Mr. Pirkopf asked if ZoZo Group would have any asks of the board. Ms. Sayer replied that they are always looking for volunteers.

Mr. Harris mentioned that he would like to see an itemized budget for the use of funds. Ms. Sayer explained the budget she has established is general and direct buys will fit under the presented categories. Mr. Martinez explained that ZoZo Group's \$10,000 budget was approved for the activation when the FPBID Board developed their budget in the fall. The Board then contracted with ZoZo Group to coordinate the event and they have developed a budget that includes sponsorship revenue. ZoZo Group is bound in spending and labor charges by that budget.

## **Contractor Updates**

### **A. MarCom Update**

Ms. Sayer presented slides about the holiday lights that are up presently and explained the intent to extend the area next year. There was discussion about the outdated electrical infrastructure on the blocks that currently have pedestrian lighting installed. Ms. Sayer then displayed the newsletters and social media posts explaining the traffic generated by them. She noted a spike during last year's Jazz Roots. She presented additional slides showing website traffic and its growth.

### **B. Administration and Operations**

Mr. Martinez reported that the permit process for the banner arm install on the Xcel poles had been completed, and that installation is expected very soon. He also mentioned that the tier III encroachment, the entryway sign, is still being examined and further electrical work will be required.

Mr. Pirkopf mentioned that several of the bike racks and trash cans are falling into disrepair, and there was discussion about Decibl repairing or replacing them.

## **Public Comments**

Mr. Melnick reiterated his concern over difficulty hearing the Board discussion in the meeting and suggested amplification for future meetings.

The BID Board has since committed to looking into options that may help improve sound carry for the next in-person meeting in April.

Mr. Melnick also expressed his dissatisfaction with the Board holding an executive session to hold the interviews for the Executive Director. He noted that he and all electors should have been allowed to join the interviews.

Mr. Harris informed the Board that a group of Five Points BID businesses are putting in an application for the State's Community Business Preservation Program that was discussed at the November Board meeting. Because the Five Points BID was in a transition period, they were not able to serve as the sponsoring organization but the AYA Foundation, Colorado's only Black-led Community Foundation, will be the sponsoring organization for the grant application. He asked that the BID provide a letter of support for the application.

Mr. Harris was asked to draft a letter for the Board's review and online vote so that it can be included in the application. Ms. Dickerson noted that Welton Street Café is part of the group applying and gave some further detail on the grant program and eligibility requirements.

Mr. Books moved to have Mr. Harris draft a letter of support for the Board's review to send as part of the AYA Foundation's Community Business Preservation Program application. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

No other public comments were made.

With no further business to discuss, Mr. Books moved to adjourn. Mr. Pirkopf seconded the motion. Vote: Unanimous in favor, motion passed.

The meeting adjourned at 11:16 AM.

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 14<sup>th</sup> Day of February 2024.

DocuSigned by:  
  
420DE7CB1249424...  
FPBID Board Chair

Attest:

DocuSigned by:  
  
AD15C3F1C871432...