



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING MINUTES
February 20, 2019

- Meeting Held: Wednesday, February 20, 2019 at 2:30pm at the Blair-Caldwell African American Research Library, 2401 Welton Street, Denver, Colorado
- 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
Dr. Renee C. King, 1st Vice President
John Pirkopf, 2nd Vice President
Nathan Beal, Treasurer
Elizabeth Schwisow, Secretary (non-voting)
Maedella Stiger
- BID Members: Darrell Nulan, Thomas Bean Foundation
- Guests: Raymond Rountree, ACI Plumbing & Heating, Inc.
Daryl Oliver, Weichert Realtor Professionals
Beth Moyski, Downtown Denver Partnership
Olivia Omega, Downtown Denver Partnership

CALL TO ORDER

Meeting was called to order by Paul Books at 2:32pm.

DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST

There were no potential conflicts of interest concerning items on the agenda.

APPROVAL OF MEETING MINUTES

Motion made by Dr. Renee C. King to approve the meeting minutes of January 9, 2019 board meeting. Seconded by Maedella Stiger. Vote: Unanimous in favor, motion carried.

TREASURER'S REPORT – NATHAN BEAL

Nathan Beal went over the FPBID January 2019 Financial Report. Mill levy income received was \$699.60. Expenses for the month totaled \$69,489.56 and included a \$53,091.96 Colorado Lighting invoice (paid in full), a \$4,000 G&E Construction invoice for medallion grouting, and the \$2,711.53 annual insurance invoice. Outstanding loan balance to FPBD \$31,000. Total Assets \$250,712.92.

Motion made by Maedella Stiger to approve the January 2019 Financial Report. Seconded by Dr. Renee C. King. Vote: Unanimous in favor, motion carried.



NEW BUSINESS

Following the administration position proposal from the Downtown Denver Partnership (DDP) discussed last meeting, Beth Moyski, Director of Special Districts with the DDP (who will hold this position) introduced herself, shared her background and experience, and discussed the position in greater detail. Beth confirmed the position will include bookkeeping, compliance, and a physical mailing address, in addition to the many items detailed last meeting. Dr. Renee C. King inquired about a phone presence and Beth explained they will have a dedicated email and phone presence that is specific to the Five Points BID but directed to a live DDP team member during business hours. It was agreed that the details of the DDP administration position proposal met the expectations of the Board and Beth's experience and the support from the broader DDP team will be an asset. Dr. Renee C. King made a motion to move forward with the proposed 1-year, \$17,000 DDP administrative position proposal (without CSG oversight). Seconded by John Pirkopf. Vote: Unanimous in favor, motion carried.

Following the marketing and communications position proposal from the Downtown Denver Partnership (DDP) discussed last meeting, Olivia Omega, introduced herself and discussed services she can offer in this position including press releases, email blasts, website maintenance and design, signage, and other marketing and branding-related items. John Pirkopf shared the Board's goal to engage the property and business owners in the district and asked Olivia how the DDP microphone and her efforts can be used to promote this goal. Olivia explained the DDP has over 750 members and monthly communications and she advised brand messaging, social media growth for the Five Points BID will also help promote this goal. The Board agreed to outline the initial objectives of the marketing and communications position including transitioning the current Five Points Business District website into the Five Points BID website, building a Facebook group that actively engages and communicates with the community, and deciding on a logo and branding efforts, specifically those leading up to Jazz Fest. John Pirkopf agreed to prepare the list of initial objectives for this position and how the Board will be able to judge whether it's a good longer-term fit. John Pirkopf made a motion to present a 3-month trial contract for the DDP marketing and communications position to Olivia, with options to extend the contract should the initial objects be met should a longer-term fit be agreed upon by the Board. Seconded by Nathan Beal. Four votes in favor, one vote opposed, motion carried.

The Board agreed to announce the open Board member positions and provide applications to the Welton Street property and business owners by the end of February 2019 and agreed applications will be due mid-March 2019 and new Board member recommendations will be selected and voted on in April 2019. Paul Books agreed to discuss Board member reappointments and whether there are restrictions on new Board members being property or business owners with Rick Kron for discussion at the next meeting.

Paul Books discussed the request from the Five Points Business District that the Five Points BID pay their half of the Centro invoice (\$2,188.18). The Board requested Paul Books follow-up with the Five Points Business District and request they provide written permission of use of the logo and website by the Five Points BID in exchange for payment of the invoice.

The Denver Landmark Preservation is working to provide recommendations to City Council for updates to the Landmark Ordinance, including adding Culture as a criterion for designation, and have requested input from Five Points BID Board members and community members. Maedella Stiger, Nathan Beal and Raymond Roundtree agreed to meet with the Denver Landmark Preservation team and will share an update at a future meeting.



Nathan Beal presented an update from Deva Montalbano with Studiotrope, who has agreed to volunteer her time to assist with rebranding efforts for the corridor.

OLD BUSINESS

Dr. Renee C. King shared a brief update on the portrait banner options and her discussions with CSG, as well as her findings on the Xcel banners, all of which she will discuss in more detail at the next meeting.

OPERATIONS REPORT

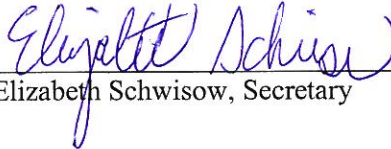
PUBLIC COMMENT

No public comments.

ADJOURNMENT

There being no further business to come before the Board and upon motion duly made by John Pirkopf. Seconded by Maedella Stiger and unanimously carried, the meeting was adjourned.

The foregoing minutes constitutes a true and correct copy of the minutes of the above-referenced meeting and was approved by the Board of Directors of the Five Points Business Improvement District.



Elizabeth Schwisow, Secretary