



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
February 8, 2023
MINUTES

Meeting Held: Wednesday, February 8, 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:

John Pirkopf
Paul Books
Haroun Cowans
Nathan Beal

Excused Absence: Maedella Stiger

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

The meeting was called to order by Board Chair Haroun Cowans at 10:02 AM.

Administrative Items

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

B. Board Meeting Minutes – January 11th, 2023
Because the Minutes of the January Board Meeting were distributed to Board Members late, Mr. Pirkopf made a motion to table the approval of the January 11th minutes until the March 8th Board meeting. Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

Mr. Martinez noted that in order to avoid delays with check signing he would like to ask the Board to pass a motion allowing Mr. Cowans to sign on FPBID checks as the new Chair so that the documentation can be shared with the bank to do so. Mr. Pirkopf made a motion to approve Mr. Cowans for signature on the FPBID bank account. Mr. Beal seconded the motion. Vote: Unanimous in favor, Motion passed.

C. Treasurers Report.

Mr. Beal presented the December 2022 Financial Report to the Board, and briefly broke down each expense. There were total expenditures in the amount of \$24,255 and final cash balance of \$334, 822. Mr. Cowans called for a motion to accept the Treasurer's Report. Mr. Books moved to approve the December 2022 Treasurer's Report, Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

New Business

A. Jazz Fest Update

Ms. Brooke Dilling with Denver Arts & Venues reported on the plans for the 2023 Five Points Jazz Festival event along Welton in the BID. The event traditionally is held on the first weekend in June, but several event conflicts the last weekend of May and first weekend of June, required organizers to push the event date back to June 10th. Ms. Dilling noted that the City is aware that the next weekend is the Juneteenth Music Festival and acknowledged the strain of a closed street for back-to-back weekends, but spoke to strategies the City is employing to improve communication with merchants prior to the event and incorporating merchants in the event where possible.

Mr. Cowans asked about the possibility of moving Jazz Fest to later in the year to avoid these conflicts, perhaps July. Ms. Dilling explained that the summer heat on the black top as a primary deterrent. She then mentioned that in 2024 the festival is expected to return to the first Saturday in June.

While the back-to-back weekends will not be billed as one large event, the proximity will allow for some cost savings on shared infrastructure on several items including event fencing.

B. Popup Denver 2

Mr. Martinez introduced Ms. Sarah Wiebenson, Director, Economic Development at the Downtown Denver Partnership, to explain the Popup Denver Program. Ms. Wiebenson began by explaining that the application for the program is now live. There are two tracks in the program, one for established retailers, and one for those who want to explore Denver retail. She explained that she plans to distribute a 'notebook' detailing the program for other districts, and she went over some of the lessons learned from the first round of Popups last year.

Ms. Wiebenson noted that her team is looking for interested parties to bring this Pop Up model to and the City is interested in holding a workshop in the Five Points area to find those that may be interested in utilizing PopUp Denver 2 to fill vacant retail space.

Mr. Cowans followed up by asking how long the program runs, and Ms. Wiebenson explained that the first round lasted 3 months, in order to coincide with the holiday season, but this time around it would be a minimum 6 months, and 12 months maximum. She then explained that this round has chosen to focus on those that have experience with operating retail establishments and are looking to break into the Downtown market. She mentioned that interested retailers can find more information on the program at popupdenver.com where they can also find links to apply to participate in the program.

A member of the public asked about non-retail opportunities, and Ms. Wiebenson explained that the program does have opportunities that they would like to recruit and listed popup workspaces and daycare as potential examples that have been discussed.

C. SavATree Contract Renewal

Mr. Martinez briefed the Board on the tree health services provided by SavATree. He noted that this item was approved in the 2023 Operating Budget but comes to the Board today for the formal approval to enter into the agreement for services. The total cost for 2023 season services is \$15, 711. Mr. Beal asked if some of the watering charges will be dropped, and Mr. Martinez explained that the bulk of the supplemental watering charges are for trees at near the intersection at 25th Street. If access to that system can be moved to the management of the BID that would remove the need for those trees to have hand watering.

Mr. Beal moved to approve the renewal of the contract with Mountain High SavATree for tree health services in 2023, Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. Stakeholder Meeting Recap

Mr. Cowans thanked the attendees of the community meeting the previous day, and gave a brief recap of the discussions that took place including the development of three committees:

- Business Engagement : Focused on the retention and recruitment of businesses along the corridor, along with the being focused on what events are helpful to the business collective. This committee will help assist the BID with direct surveys/data directly from businesses on the corridor and to assist in building a bridge between the board and businesses.
- Community engagement: This committee will be focused on community stakeholders and communication to the board, engagement with aligned RNO's and other community organizations that are within the Five Points community, ensures cultural historical engagement is continued and has a voice between the board and the broader community.
- Marketing and Communications: Branding, marketing and communications.

Mr. Cowans noted that he hopes to hold these type of stakeholder meetings on a regular basis in the future. He then reinforced that the committee structure is how the Board expects to get stakeholder input to guide and get the work done to support the BID's efforts.

Mr. Books then discussed the survey that was created to help gather input as the Board works to amend their budget and workplan. He shared the survey link, www.surveymonkey.com/r/2023FPBID and encouraged all present to fill it out

Mr. Cowans and Mr. Books then discussed the process to apply for the Current open Board seats and any others that may become available this summer when Board Members second of three terms come to a close. Interested parties that own either a commercial property or business within the BID boundaries are eligible to serve on the Board for up to 3 3-year terms. To apply, individuals need to go www.denvergov.org and search for Boards and Commissions to go through the on-line application process.

The Mayor then makes his selections and City Council approves the appointments. No timeline has been made yet for the replacement of the open seats.

B. Capital Expenditures Update

Mr. Martinez updated That work continues with Desibel Studios and the City's permitting office to complete the permitting process. Desibel is currently working on sign specs for the entry monument to be placed at the intersection of 20th & Welton. Because it will be fixed to the ground and of significant size the BID will need to secure a Tier II permit in order to install. Because the project is being managed by a special district adjacent Property owner permission is not required and the annual permit fee will be waived.

Mr. Martinez also confirmed that the okay for permits to hang banners on the Xcel streetlight poles has been given but a City permit not issued yet. The final graphics still need to be completed and printing done. Vince is also getting quotes for the printing to make sure the total job stays within budget. Timing for final banner design will be discussed with ZoZo Group once the Jazz Roots activation has been completed.

MarCom Update

Ms. Sayer updated on the work that has been completed over the first month of the year by ZoZo Group, including the Jazz Roots festival on February 18th and 25th. She also described several meetings with corridor-based businesses to help inform and coordinate the Jazz Roots activation and a survey she conducted with area businesses regarding the event and how it could best help businesses draw customers. Ms. Sayer noted that they have been working to update the businesses listings on the website and are working to develop a print guide to district businesses.

Ms. Sayer then updated on social media activities and the increase in number of followers and interactions this past month. She noted that the management of the BID's channels is time consuming, but they are seeing positive results from the work. She concluded her update with an update on the Newsletter that went out in January.

Ms. Sayer noted that as ZoZo group gets adjusted to their role and completes their work on Jazz Roots there will be a delay in future MarComm Committee meetings, but they expect to be able to resume those in March.

Public Comments

A member of the public asked about the economic impact of the Wakanda on Welton activation. Ms. Sayer responded that there was a positive impact, but it has not yet been quantified.

There were no further public comments.

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

The meeting adjourned at 11:18AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 8th Day of March 2023.

DocuSigned by:

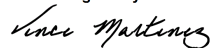


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FPBID Board Chair

Attest:

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