

John Pirkopf	Board Member	Present
Fathima Dickerson	Board Member	Present
Nina Rupp	Board Member	Present

Absent:

Maedella Stiger	Co-Vice Chair (Excused)	Not Present
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BID Staff:

Norman Harris	Executive Director	Present
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Special Guests:

NAME	TOPIC	ROLE
None To Menton		

III. Administrative Items (00:11:35)

A. Disclosure of potential conflicts of Interest: **None to mention**

B. Board Meeting Minutes: There were no questions presented.

- **John Pirkopf** moved to approve the **August Meeting** Minutes.
- **Paul Books** seconded to approve the minutes.
- **All** were in **favor of the Motion to approve the minutes.**

C. Treasurer’s Report for August 2024| Nathan Beal

The Treasurer’s Report will not be presented in today’s meeting. It will be covered in the October 2024 board meeting.

The accounting department is having a handoff from the DDP to an internal consultant.

IV. **Proposed 2025 Five Points Bid Budget Presentation | Executive Director - Norman Harris** (00:11:25)

- Today's Meeting will be to cover the Budget for the Five Points BID.
- First, we will cover the 2024 amendments to the budget.
- Second the Board will look at the proposed 2025 budget.
- Mr. Harris requested to reschedule the October 2024 Board Meeting to October 23, 2024.
- Mr. Harris requested the Board to attend a Board Retreat on October 20th at

- 10:00 am to 4:00 pm
- In the October 23rd Board meeting Mr. Harris plans to report the takeaways of the meeting.

A. Beginning Balance: (00:15:51)

Mr. Harris explained that the BID has carry over balance from previous years and wishes to utilize carry over funds in the 4th Quarter of 2024 and into next year. Mr. Brooks interjected to explain Norman is sharing Amendments to the 2024 budget.

B. Carryover Revenue:

- Mr. Harris shared he had taken time to develop a plan for this carryover.
- Mr. Harris explained that the Five Points BID facilitated stakeholder meetings during year to gain insight into what the corridor needs.
- Mr. Harris stated that the BID hosted a meeting with Mayors Office to prioritize the needs of the Five Points BID
- Mr. Harris stated that there will be more meetings with Denver Economic of Development and Opportunity to help facilitate grants to support the Five Points BID
- Mr. Harris stated that during the year the Five Points BID has established committees to perform the work necessary for the advancement

C. Priorities for Q4 are to:

- Mr. Harris stated that the priorities of the Five Points BID are:
 - increase the organization's operational capacity,
 - standing up working committees,
 - getting attention and commitment from the city.
 - Low hanging fruit i.e. filling turnkey commercial spaces along the corridor and facilitating events to drive foot traffic to the corridor.

D. Revenue:

- Mr. Harris stated that he needs to verify the timing of a DURA payment and assure that DURA funds are committed for 2025.
- In the chat, Vince Martinez shared that accounting may not have filled in the line item correctly, but the BID has received quarterly payments from DURA.

E. Maintenance:

- Mr. Harris stated that maintenance to Trees have not been done and are being scheduled for maintenance that same week.
- Mr. Harris stated that payments to CSG fell behind due to the transition of bookkeeping, check writing and accounting.
- Mr. Harris stated that the Five Points BID has taken full control of these processes and that CSG will be paid up by the end of the month.
- Mr. Harris thanked the DDP for helping with keeping up paying the CSG.

F. Marketing & Branding:

- Mr. Harris stated that last year in the budget the Five Points BID allocated 35k for Marketing in 2024 and have not spent all the money.
- Mr. Harris stated that feedback from the corridor is that the BID needs to be more intentional by supplementing and supporting businesses.
- Mr. Harris stated that in the 4th Quarter the BID will focus on supporting

marketing efforts for businesses

- Mr. Harris stated that in 2025 the intentional effort to promote businesses on the Welton corridor will continue.

G. Administration:

- Mr. Harris stated that running the organization is not a 1-person job.
- Mr Harris stated that in the beginning in the 4th Quarter, the BID will add staff for accounting, bookkeeping, marketing, community outreach, administration and special project needs.
- Mr. Harris stated that there is an increase from what was originally budgeted and that there wasn't a plan for what staff was needed to support the role of the Executive Director.
- Mr. Cowans asked if Mr. Harris is proposing adding staff in the next meeting and the Board vote on the addition of the staffing.
- Mr. Harris stated that if the staff is to start working onn October 1st. The Board would need to vote on the addition of staff today.

H. Additional Staff:

- Mr. Harris shared they will bring on additional staff:
 - CFO for Accounting and Bookkeeper Purposes starting Oct 1st.
 - Mathew Karnes at DDP has been doing performing accounting and bookkeeping services and the Five Points BID needs to take these functions immediately in October.
 - Admin: Nova has been taking on meeting notes and taking on special projects like bike racks and trash receptacles. These expenses have been paid out of pocket by Mr. Harris which isn't sustainable.
 - Special Projects Coordinator:
 - Marketing Consultant:
- Proposed Expenses Between Oct -December of 2024 (Amendments for 2024) These roles replace the staff in which DDP provided.

CFO & Accounting	\$7,500
Marketing Contractor	\$3,600
Marketing Ad Spends	\$3,000 (1k/Mo)
Project Strategist / Coordinator (establish relationships & connections)	\$9,180
Admin Assistant (taking notes at each meeting)	\$480

I. Comments Regarding the Project Strategists | Column E of the Budget:

Mr. Brooks stated that the role of the Project Strategist is needed to put in regular hours to focus on helping property managers fill the low hanging fruit and fill turnkey vacant spaces and that the anticipated substantial number of

proposed events, which jump to 40 events in a year, will require additional support.

Mr. Brooks shared more details regarding Column E of the Budget:

- 372k are revenues for just that year and the BID came into the year with 329K to equal 702K.
- Even with the accounting adds (New CFO Staff Salaries), the bid will have a total expenditure of 363k.
- The actual ending cash balance is expected to be slightly higher than last year.
- Everything suggested by Mr. Harris doesn't take the BID over budget and doesn't use any of the reserves.
- There are many reasons, line by line few items are higher, a number are higher, some test activations did not occur.

V. Proposed 2025 Five Points Bid Budget Presentation (00:29:58)

Regarding the 2025 Proposed Budget, Mr. Harris stated that the budget:

- Increases the BID's operational capacity
- Allows for the hiring of staff
- Increases marketing efforts
- Allows for the outreach to property owners
- Provides Mr. Harris with the capacity to pursue ways to supplement budget shortfalls through grants and sponsorships which will support a significant increase in programming events and needed marketing collaborations with businesses.

VI. Anticipated Grant Commitments:

Regarding anticipated grant commitments, Mr. Harris stated:

- There are no grants assumed in the 2025 Budget yet, but the plan is to pursue them.
- There is one grant commitment from Denver Water with \$5,000 for activations along the corridor
- Conversations with Denver Arts and Venues.
- The Denver Foundation
- Colorado Health Foundation and a few others.

VII. Maintenance Contract:

Regarding the Maintenance contract, Mr. Harris stated:

- Anticipating a 10k increase for snow removal. This past winter was heavier and the year before it was less, the line item for snow removal zigs and zags.
- Last year's Maintenance budget was 71K + 16K for plaza maintenance
- The Plaza maintenance and Soul Street will go away instead; and the current maintenance contract now accounts for the Five Points intersection maintenance.
- 71k increased to 81k

- The 16K for plaza dropped to Zero.
- Whatever doesn't get done in 2024 will be done in 2025.
- The jump for maintenance from 136K to 149K is mainly due to the projected increase in snow removal but could end up being less.

VIII. Marketing and Branding

Regarding Marketing and Branding, Mr. Harris stated:

- Budget in 2024 was 24k.
- Bringing in a Marketing and Content Consultant Creator
- 1k per month will be spent on marketing collateral, ad spends, direct mailers, door hangers and other ways to support marketing efforts for businesses along the corridor.

IX. Events Budget

Regarding the Events Budget, Mr. Harris stated:

Current Events Supported

- Five Points Jazz Festival
- Juneteenth Music Festival
- Jazz in the Park
- Cultural Crawl
- Holiday Stoll / Rebrand in Dec
- Jazz Roots last February
- Small Business Saturday did not happen
- Event programs were well intended, however feedback shared that the impact to businesses was not obtained.
- During large scale events, there are a tremendous amount of people on a fewer number of days.
- The goal is to increase more events to occur inside venues & restaurants to avoid paying for large street closures that eat up budgets to pay for DPD, fencing, street closures, outdoor stages, etc.
- The plan is to bring back the First Friday activation.
- Keep the jazz roots celebration (2 weeks)
- Keep the St. Patty's day Activation

Five Points Jazz Festival

- The Five Points Jazz Festival may not occur in 2025. (Still not confirmed)
- The \$500,000 budget is eaten up for Police, private security, outdoor stages, fencing, and an outside producer. The intention is to support local artists and businesses; however, the budget is eaten up through production costs.
- Denver Arts & Venues (DA&V) is still committed to promoting the cultural programming on Welton Street. Our approach is to present DA&V with a plan to activate Welton with 40 + Events and spread the money over a much wider calendar.

Presenting the Event Calendar

- First Friday in January (start early, not waiting until the Summer)

- We will bring people inside the businesses
- Jazz Roots Saturday Feb 15 & Feb 22nd | Hosted in 7 Venues
- Eliminate productions costs like security, fencing, stages, street closures
- Five Points Jazz Festival will most likely not happen in 2025. Instead, the BID will rebrand the festival by keeping the same date in June. We will activate the business.
- Juneteenth stands on its own, and can cover its own cost, feedback is to do more to drive traffic to businesses on the street.
- The Budget spreadsheets outline the amounts spent to support each event.
- The goal is to request a portion of the 500K used for the Five Points Jazz Festival is to help the BID pay for the 40 + events we sponsor over the year.
- Plan would cost about 260K. The BID's commitment would be a little less than \$60k. We would ask DA&V to rededicate at least half of the money they were spending on Jazz Fest to be used over a wider length of time.
- Jazz in the Park plans to activate on a weekly basis in the summer. They are estimating costs at 60k. The BIDs commitment would be 14K.
- Sonny Lawson Park is currently closed because of an uptick in criminal activity, Curtis Park Neighbors, Denver Parks & Rec and the Blair Caldwell Library believe that activating the park is one way of keeping it safe.
- Sticking to the frequency, which drives foot traffic into businesses.
- Last year the BID's commitment allocated 40k for events. The goal in 2025 is to increase to 60K, work with Denver Arts & Venues and other funding organizations to make up the gap so that we can achieve that goal.

Funding Meetings

- Mr. Harris has scheduled a meeting (Oct 4th) with Darrel Watson to communicate this need and dedicate that funding. He has worked with Denver Arts & Venues for 13 years. The conversation will support:
 1. Ensuring the financial commitment stays on the Welton corridor.
 2. Ensuring monies are more efficiently allocated to provide the impact needed over a wider period.

Budget Carry Overs from 2024 to 2025 include:

(00:52:03)

- Constant Contact Email
- Web Listings
- Holiday Lighting & lighting of the trees
- Xcel Energy
- Updating the banners on the street poles

Total Marketing and Branding

- In 2024 the budget was set at 102k for this 2025 the budget will increase to 120k.
- ED plans to add value by working with different partners to supplement to achieve this goal so that the BID is not the only organization with skin in the game.

Administration

- Immediately starting the 4th quarter, bring in staff to support the efforts.
- The Executive Director salary was 80K

- Gusto increases the spend to 86K
- 90K is allocated for the Executive Director salary to account for a cost of living increase and payroll taxes
- Office Rent at the Lydian
- Bookkeeper 30K
- Administrative Assistant for taking meeting minutes at the Monthly Board meetings
- Staff added will be 1099 consultants
- Special Projects Administrator to oversee the special projects
- Tree lighting
- Tree Pruning
- Replacing trash receptacles
- Maintenance along the corridor
- Permits for moving tree planters on the sidewalk
- Project Strategists / Coordinator
- Proper alignment with property owners to help fill empty spaces along the corridor 32,000 / year
- In late 2025, the BID will contract a firm who will work to reestablish the BID, in 2026 the BID will come up for vote. There will be necessary outreach to ensure that the BID moves forward.
- Significant uptick in Administrative cost from 2024 to 2025.
- Costs cover necessary staff to achieve goals

2025 Itemized Proposed Additions

- Highlights high level duties
- More specific job titles tied to each role
- Created this sheet for the board members to review to understand how the roles support the efforts.
- Staffing roles will begin in October.
- The job description is created, Spencer Fane will need to create the contracts for each role.
- The Overall budget was 210K for 2025, but 30k is allocated to the BID renewal firm
- The Overall budget jumps to 180K (Bookkeeper & the Projects Strategists / Coordinator)

Recap of action items for today's board

- Vote to accept the amended budget
- Vote to accept the proposed budget for 2025 for submittal for the City
- Vote for a Resolution to hold a public hearing on Oct 23rd. This is considered a Special board meeting because it's not on the regular named date.
- The budget will need to be posted so that the public can see the budget and come in and share comments.
- After the meeting if there are changes at that time you will resubmit to the city the final approved budget with any changes.
- Comments from Vincent Martinez: The search for the Executive Director began a year ago. He was excited with Norman Harris' experience and passion and acknowledged this is exactly what the BID needed. There was a tremendous amount of time and thought put into the budget, and now feels confident that the community is in great shape. This is

rewarding to see. The DDP had been involved for the last 3-4 years until they could find someone to lead, and it's exciting to see and this was an emotional day for him.

Strategic Planning Meeting

(01:04:44)

Regarding a Strategic Planning Meeting, Mr. Harris stated:

- The purpose is to bring the Staff and Board together to discuss a strategy of what we want to do and implementation
- Share with the community to digest.
- With a smaller budget we need to find ways to fundraise to supplement
- He can transfer operational responsibilities to staff
- His asset is to compel funders and companies to support what they are doing.
- Drive a modernized cultural marketplace as our identity to Five Points by supporting cultural programming and the artist community. He needs to be able to create the time and space to be able to do that.
- Asking for the rope to have the trust from the board and community to be able to execute.

Mr. Brooks stated:

- 2025 we start off with 338K in the budget.
- Bring in 361k for a total of 701k
- We will use up utilizing 121k of the reserves to end the year at 200k which is less than we would be at \$217K.
- Bid Renewal a 1x Expense

Mr. Harris stated:

- He plans to find reserves to fill in the gap.

Mr. Brooks stated:

- The exact budget would survive for 3 more years if there was no grant funding. This is worth taking the leap

Mr. Cowans stated:

- He is in support of the amendments and the proposed budget of 2025 and gave praise to the ED for his work in supporting the BID.

Mr. Books stated:

- There are lots of opportunities to make a revision.

Motions

(01:12:10)

Mr. Paul Books has moved to make a motion to approve the **Amended 2024 Five Points BID Budget** as listed in the board packet. **Mr. John Pirkopf** seconded the motion and a **unanimous** vote in favor of the motion passed.

Mr. John Pirkopf moved to make a motion to approve the **Proposed Five Points BID**

Budget as listed in the board packet. **Mr. Paul Books** seconded the motion and a **unanimous** vote in favor of the motion passed.

A Motion was presented to move the October Board Meeting to October 23rd at 10:00 AM MST at which time the BID will host the Public Hearing on the Proposed 2024 Budget Amendments and to approve the 2025 BID Budget and Work Plan.

Mr. Paul Books moved to accept the motion and **Mr. John Pirkopf** seconded the motion to move the meeting and host the public hearing to accept the proposed 2024 Budget Amendments and vote to approve the 2025 BID Proposed Budget and work plan and a **unanimous** vote in favor of the motion passed.

X. Public Comment

(01:15:54)

Jesse Parris, he asked for clarification on the budget and will share these in the next meeting. He asked if his godmother (Maedella Stiger) has been kept in the loop. He asked for clarification about the Roll-over and if there were additional funds from taxes business owners are paying into the BID. He asked for an update from Fathima Dickerson regarding the grand opening of the Welton Street Café.

Ms. Dickerson shared the announcement that will be made soon.

Mr. Harris shared his last conversation with Maedella Stiger was in mid-July to check on her health and not much was shared about the Welton corridor. They also spoke about a water main valve which was fixed earlier this month. Regarding activating the corridor, she has voiced his dislike as to how the larger activations have negatively impacted the businesses. Mr. Harris stated they have made changes to give access and not limit access to the street.

Regarding funding, Mr. Harris addressed how we are going to supplement the budget. But with understanding the need is to raise 100K he is 100% positive he can get there. Juneteenth is a project, and the budget is 420k and raised 180K in sponsorships. The pitch is they are supporting a cultural anchor in Five Points for those who have been displaced while supporting businesses and culture. This is the same approach he will take for the BID will intentionally drive a new vision of Five Points that is inclusive of all. At this moment conversations have been initiated with Colorado Health Foundation, Denver Arts & Venues and the Denver Foundation, he is 100% confident and wouldn't propose something they could not sustain for the next two years but hopefully for the next decade.

Mr. Harris stated that if we want to fill spaces like Coffee at the Point or the space next to the Welton Street Café, businesses want to see they are part of something and not out on an island. Our strongest asset is our legacy, surveys say our cultural identity is what makes us unique and will resonate with the funding community. Mr. Harris shared that the city has not given 100% commitment. He is conducting meetings with Darrell Watson and the Director of DEDO has asked for a sponsorship kit that identifies what the opportunities are and our plan for programming and activation and will work to make introductions to funding organizations and use his influence with DA&V.

Security questions were shared, specifically the DPD report about a significant drop in

crime. Working with the DPD there are direct connections with Lieutenants in Dist. 2 & 6. Who can fill the gaps when 911 is called. The BID should not be turned into a security agency. What they need is feedback. One deterrent for crime is activation, filling empty spaces, and activation of parks is a deterrent. The closure of Sonny Lawson Park is not a BID driven initiative. The Park Rangers felt unsafe, the park closure was to give it a rest. When it is reopened, we plan to be a programming partner, but there is no specific time for reopening the park.

Jesse Parris shared that he is on the Ballot for House District 8.

Vince Martinez has shared he is excited for what has been shared.

XI. Adjourn the meeting

Mr. Paul Books moved to adjourn the meeting. **Mr. John Pirkopf** seconded the motion and a **unanimous** vote in favor of the motion passed.

The meeting adjourned at **11:47 AM**.

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 22nd day of October, 2024.

Five Points BID Board Chair

Attest.