



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
February 10, 2021
MINUTES

Meeting Held: Wednesday, February 10, 2021 at 2:30 PM,
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, President
John Pirkopf, Vice President
Ryan Cobbins
LaSheita Sayer

Excused Absence: Nathan Beal, Treasurer
Maedella Stiger
Haroun Cowans

BID Staff: Vincent Martinez, Downtown Denver Partnership
Olivia Omega Wallace, Wallace Marketing Group

The meeting was called to order by Board President, Paul Books at 2:34 PM.

No potential conflicts related to Agenda items were reported by any of the FPBID Board Members.

There was not a quorum of the Board until 3:45 PM. Items in the minutes are noted as to the actual order of discussion but are kept in the normal Meeting Minutes format, not in the chronological order of the meeting.

Approval of Board Minutes – January 13, 2021

The review of the January Meeting Minutes was held at approximately 3:45 when a full quorum was reached but is noted here in the meeting minutes to follow regular Meeting Minutes format. No discussion of the January Board Minutes was requested. Ms. Sayer moved to accept the January 2021 Board Meeting Minutes as presented. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

Treasurer's Report – December 2020

In Mr. Beal's absence Mr. Martinez gave the December 2020 Financial Report to the board. A total of \$56,113 in expenditures were made in the month of December, which were then listed individually. The final account cash balance at the end of the month totaled \$185,312. With no

questions regarding the December financial report, Mr. Cobbins made a motion to accept the December 2020 Treasurer Report. Ms. Sayer seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. City Update

Mr. Dreyer utilized the questions regarding lighting in Cousins Plaza that were being asked after Mr. Martinez' update to lead into his report. Being brought to his attention for the first time at this meeting, Mr. Dreyer was not able to directly answer the lighting issues in Cousins Plaza. Mr. Dreyer asked Mr. Martinez to send him some notes on the subject and then can look at other possible creative solutions to help provide lighting options in the park and plaza.

Mr. Dreyer gave an update on the federal court ruling on the encampment cleanups. The judge in the case required additional steps regarding notice by the City in advance of any cleanups. The City adjusted procedures according to the ruling and began with updated procedures this week. The City continues to appeal the ruling in order to address emergency situations in these encampments.

Jenn Morris, Chief of Staff for Denver Economic Development and Opportunity reported on the City's Five Star Program. The program allows businesses to open up beyond current COVID restriction levels by implementing safety measures to help slow the spread of COVID. DEDO's website has further information on the process. There is an application fee and there is support to those that may need assistance with the application fee. The process is streamlined as much as possible to allow for the least amount of delay in the application process. Ms. Morris noted that businesses that get 5-Star certification shows that their business is going above and beyond to keep their customers and employees safe and is allowed to operate at one color level above current restrictions. Mr. Morris noted that 44 businesses in the greater Five Points neighborhood have applied for certification with 6 having already received certification.

More information and instructional videos are available at denver5star.org. Visit Denver is the fiscal agent implementing the program and as such is funding the program for inspections and other administrative and management aspects. The City is not making any revenue from the fee. There is also a social media, PR and website effort behind the program to promote Five Star Certified businesses.

B. Update on Marcom Contractor Search

Mr. Martinez gave the update on the RFP development and process after the DDP Admin Agreement discussion.

Before Mr. Martinez began his update, Mr. Cobbins conveyed to the group that he has recused himself from the search committee because of his involvement with a potential applicant company. Mr. Books noted that as a result a second Board Member will need to join Ms. Sayer on the search committee.

Mr. Martinez began to go over the document and ask for Board Comments. The position is evolving from its original branding goals and more now of an event planning and an

“organizational face” type role. Taking information provided by Ms. Wallace, Mr. Martinez developed a much more detailed Scope of Work than was outlined in the past.

After reviewing the document, a discussion of the budget ensued. Board members acknowledged that the budget is small but do not want that to discourage applications and asked that wording note that there is room to negotiate. Ms. Sayer noted that the RFP doubles the hours but not the budget.

The BID is looking at adding at least one other event as well as continue with the Holiday Stroll. Ms. Sayer commented that her team committed over 110 hours of time to the Holiday Stroll plus many other volunteer hours from the Board and Ms. Wallace’s time as well. Ms. Sayer asked if the budget should be rethought or if the scope needs to be dialed back.

Mr. Pirkopf was asked to join Ms. Sayer to review the RFP document more in-depth. Mr. Cobbins noted that the process needs to continue to allow Ms. Wallace to exit on the original timeline she had planned. Ms. Sayer suggested doubling the budget considering the time expected has doubled. Ms. Sayer commented that the scope and budget are not matching. Ms. Wallace offered that increasing the budget allows the contractor to truly devote their time to the contract without sacrificing services to make up for the losses in income with supplemental contracts.

To wrap up discussion, Mr. Books committed to meet with Ms. Sayer to review the 2021 budget so that she and Mr. Pirkopf can delve deeper into the RFP document with a solid budget line item in mind.

C. Five Points Community Seating Area Update

After the pollinator garden report from Mr. Horner, Mr. Cobbins gave a quick update on progress on the Five Points Community Seating Area. The group is in the process of final design. The idea is to have a multifunctional space that will allow not only the restaurants to utilize the space but also the other businesses such as yoga studios, gyms and retailers to utilize the space as well as provide a child play area to help welcome families to Five Points.

The group will continue to work through permits and provide updates as necessary to the Board.

D. Renewal of DDP Admin Agreement

Mr. Books reminded the Board that last month the Board agreed to extend the admin agreement through the end of February to allow members to reacquaint themselves with the agreement and the scope of services and come back this month to vote on the issue. This will be the third contract with the DDP. Mr. Books did a quick review of the contractors and issues the DDP has overseen for the FPBID during this agreement timeframe and noted his support in continuing the agreement for another year. Mr. Pirkopf also voiced his support and satisfaction with the job done by the DDP to date.

Mr. Cobbins then made a motion to renew the annual agreement with the DDP for 2021 of administrative oversight services for the FPBID. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

New Business

A. Lawson Park Pollinator Garden

Following the MarCom Contractor discussion Gerald Horner with Curtis Park Neighbors' (CPN) Lawson Park Stewardship's committee. Mr. Horner updated the Board on a partnership with Parks and the CPN to build and fund a new pollinator garden at the Park along the California street side. CPN is currently working on fundraising and Parks will provide the labor to build and maintain the garden.

Ms. Sayer voiced concern of pollinators attracting bees. Mr. Horner assured that there is no beehive planned for the site, but the garden will attract bees which are in desperate need of habitat. The garden though also attracts the monarch butterfly which is the primary focus. Additionally, the garden will naturally attract all varieties of pollinators beyond just the monarch and bees. The garden is part of a larger plan by the City to provide this type of amenity throughout the City and thereby increasing pollinator habitat significantly.

Ms. Sayer thanked the Mr. Horner and the CPN for their efforts to be stewards of Cousins Plaza and Lawson Park. No Board action was needed.

B. Black Mural Festival Event Request

Because of scheduling confusion this item was rescheduled just before the start of the meeting to the March 10th Board Meeting.

MarCom Update

Ms. Wallace gave her update after the Five Star report by Ms. Morris from the City, however the report is given here to keep the regular Meeting Minutes format.

Ms. Wallace noted that the trash receptacles and bike racks are installed and CSG is managing and servicing the amenities. The historical markers along Welton are being repaired by CSG. Ms. Wallace also noted the Jazz in the Park that took place last Friday that was put on by the Curtis Park Neighbors group. Ms. Wallace also noted the Five Points Events Calendar that has been started by Kwon Atlas, a member of the Welton Street Renaissance group, which Ms. Wallace will be adding events to as well as embedding with the Five Points website.

Ms. Wallace also reminded the Board that banners for Xcel managed poles were put on hold last year as the COVID Relief Small Business Grants became a priority during lockdown orders. The banners will get back on track this year. There is also the issue of the gateway artwork and signs. Mr. Books clarified that if the City is able to provide trees that are ample enough to survive in the urban environment the BID will have the budget room to look at fabricating and installing in 2021. Ms. Sayer asked that we be as proactive as possible in preparing for permitting to avoid the type of delays experienced with the bike racks and trash receptacles. Over the next month Mr. Martinez and Ms. Wallace will work with Desibl to determine a timeline and work through initial permitting questions over the next month.

New banners will also be going up in the coming days celebrating Black History in Five Points. These banners will stay up through summer. Ms. Wallace then discussed the Five Points Black History Stroll. The Stroll builds off the success of the Holiday Stroll and encourages visitors to take part in social networking challenges to visit the historical markers and murals on the Welton Corridor in the BID. Every photo posted and hash tagged at markers and murals is an entry into

the giveaway. Overall, the intent is to bring customers into the district to visit the cultural sites and the businesses along the corridor as well. Maps of the sites will be available on our website. Measurements will be taken of visits to the web page and exposures to the site from the ad buys. Ms. Sayer suggested providing a minimal number of physical maps to 1) make sure the businesses are aware of promotions like this, but to also have them help us track any increases in traffic due to activations like this. Ms. Wallace closed out her update with a review of ways to connect with the FPBID.

District Maintenance & Administrative Update

Because there was a lack of a quorum at the beginning of the meeting, Mr. Martinez gave his report at the start of the meeting but is reported in the minutes here to keep the regular Meeting Minutes format. He reported that his team is working on a number of RFPs and gave important dates for each. The primary RFP at this time is for the MarCom contractor, with the upcoming departure of Ms. Wallace. The closing date for that RFP is listed as March 10th and the official selection will be made by the Board at the April 14th meeting with the hope of starting services as close to that day as possible. The Tree Health Services contract RFP will be coming out at about the same time with a due date of March 31st. The team would like to make a formal selection at the May Board Meeting to start services at June 1st at the latest. The Maintenance and Snow removal will be released in mid-March. With the addition of the MarCom RFP some release and due dates have been shifted to allow for manageability of the various RFPs.

Mr. Martinez went over a list of upcoming projects and status on some current items. He is expecting the holiday lights to be removed from the trees on the 2600 and 2700 blocks of Welton this week, weather may delay that removal to next week. Tree trimming will happen before the selection of a new contractor. Mr. Martinez is continuing to work with the City Forester's office to look at replacement of a number of dead trees and he expects to know more soon. There is also irrigation repairs that still need to happen on the 2700 block, track side and they will be done when the irrigation systems are turned back on this Spring. Lastly, repair of the downed pedestrian light at 26th and Welton is waiting on parts to come in and replacement will happen soon after.

Mr. Martinez then gave a recap of activities over the last month for the FPBID by DDP as the administrative contractor. As he mentioned he has worked with his team to draft all three RFPs with release dates over the next month to 6 weeks. The accounting has completed end of year financial procedures and will likely apply for the audit exemption since the annual budget is small enough and the financial statements are shared publicly at every month's meeting and on the FPBID website.

Additionally, Mr. Martinez and his team have spent 30 hours committed to quality control checks on the maintenance contractor. Lastly, Mr. Martinez pointed out that CSG, the FPBID's maintenance contractor has taken over full responsibility and management of the new custom-made trash receptacles and bike racks fabricated by Desibl Studio.

Ms. Sayer asked about the budget available if the FPBID determines if we need to replace the trees. Mr. Books noted that the amount budgeted for the trees is inclusive of both tree health services as well as replacing dead trees. Because trees have been identified by stakeholders as a priority, if costs to replant is higher than expected we would look to delay other projects until 2022 to get living trees placed this Spring/Summer.

Mr. Martinez followed up to previous questions from Ms. Sayer and other stakeholders regarding expansion of the BID. Expansion requires 100% agreement from commercial properties in the proposed expansion area. The BID will need to take on a benefits study, which Mr. Books noted seems to be a little different of a process from the initial establishment work. The expansion will also require an approval by City Council. The FPBID is currently in year 5 of a 10-year sunset mark and will be up for renewal in 2026, which could be an opportune time to look at expansion as well. Mr. Martinez reminded the group that residential and non-profit owned properties located within the district do not pay into the BID.

In response to an earlier question, Mr. Martinez noted that tree lighting can stay up longer through the year, but he does not recommend a year-round lighting effort as it will cause tree health issues as the tree grows out. The Board mentioned perhaps getting the lighting up earlier and keeping up longer. Ms. Sayer noted that the desire for year-round tree lighting speaks to the needs of better lighting throughout the district. She referenced the Jazz activation led the week before by Curtis Park in Cousins Plaza and the darkness of the situation.

Public Comments

No Public Comments came in over the chat function.

With no further business, Ms. Sayer moved to adjourn which Mr. Cobbins seconded. The meeting adjourned at 4:10 PM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 10th day of March 2021.

FPBID Board President

Attest:
