



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
March 11, 2020
MINUTES

Meeting Held: Wednesday, March 11, 2020 at 2:30 PM, 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
John Pirkopf, 2nd Vice President
Nathan Beal, Treasurer
Maedella Stiger

Excused absence:

Dr. Renee C. King, 1st Vice President

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 FPBID Board Members.

Approval of Board Minutes – February 12, 2020

Ms. Stiger noted that she noticed the need to change an item in the already approved January, 2020 meeting minutes. Ms. Stiger originally said that events like the Truck Stop hampered business but did not include Jazz Fest in the same category. Ms. Stiger made a motion to amend the minutes to reflect her correction. Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

With no discussion or corrections needed of the February 12th Meeting Minutes, Ms. Stiger motioned to accept the February Board Meeting Minutes, Mr. Beal seconded. Vote: unanimous in favor, motion passed.

Treasurer's Report – January, 2020

Mr. Beal reported the January, 2020 Financial Report to the board. As of January 31st, Ending Fund Balance was \$243,752. Expenses for the month of January totaled \$18,676. With no issues of concern, Ms. Stiger motioned to accept the January, 2020 Financial Report, Mr. Pirkopf seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. Event Funding Assistance Criteria Review

Following up from the discussion in February that resulted from the discussion related to the event funding assistance request for the Swinging August Nights event. The Board began an assessment of the evaluation criteria. Mr. Martinez shared comments on the subject from Dr. King given when she informed him she would not be able to attend the meeting, earlier that day. Dr. King's was concerned that more funding was being used from the overall budget to grant to events above the original allocation. She felt that if the Board is increasing grant funding to outside sources, that discounts or rebates should be considered for rate payers instead.

Mr. Books reminded the board that they are not looking to increase funds from the original budget allocation, which is based on 10% of the BID's overall budget used to support events that promote the BID's overall mission. The Board is instead considering increasing the percentage of the overall event budget that an applicant can request. Current limitations allow for a request of no more than 10% of the overall event budget.

After discussion over the BID's role in providing direct support of businesses in the BID and the impact of the Event Support Fund on neighborhood businesses Ryan Cobbins of Coffee at the Point volunteered to work with BID staff to lead the development of a task force focused on defining a legacy business assistance program and then separately provide recommendations for updates to the event funding assistance criteria.

B. 2600 Block Irrigation Contractor Selection

Mr. Martinez informed the Board that the RFP for the necessary irrigation repairs at 26th and Welton did not bring in any responses. There are currently two proposals that were received in the Fall on 2019, however both proposals were well over the not to exceed amount of \$3,000 set by the Board in 2019. The Board asked Mr. Martinez to continue searching for other options. Mr. Beal offered to connect staff with concrete and plumbing contractors St. Bernard Properties has used in the past and Mr. Martinez said his team would reach out again to contractors they have worked with in the past.

New Business

A. Restrooms in Sonny Lawson Park

Scott Gilmore, Deputy Executive Director of Denver's Parks and Recreation Department, informed the Board that they have placed two port-o-lets in Sonny Lawson Park for 24-hour usage. The City intends this as a short-term solution and is looking to construct a permanent restroom structure with two gender neutral stalls. Budget for the project is about \$600,000. The restroom will be staffed but not for 24 hours. The city will provide a port-o-let option for use during non-staffed hours. Mr. Gilmore noted he is looking to include a foot wash station as part of the design as well. The project budget is funded through the City's Department of Transportation and Infrastructure. The goal is to have the structure in place by the end of the year.

B. Hattie McDaniel Museum Event Funding Request

Charlene Porter of the Hattie McDaniel Museum informed the board that due to recent events related to COVID-19 the exhibit related to the funding request is on hold. Ms. Porter gave an overview presentation instead, on goals for the development of the Hattie McDaniels

Museum of African American Performing Arts in the Five Points Neighborhood. Ms. Porter hopes to return in April with an event funding request.

C. MCB Digital Solutions Virtual Walking Tour App
This item was tabled until the April Board Meeting.

D. Xcel Banners Design and Gateway Art
Keesh Pankey, Desibl Studios, presented mock-ups of proposed gateway signage and public art for the Five Point Intersection. Welton at Park Avenue was discussed as an additional gateway where signage is appropriate. Comments over the mock-ups were shared with Mr. Pankey and he will present with further details to the Marketing and Branding Committee later this month.

Ms. Wallace presented conceptual mock-ups of banners that can be placed on the Xcel streetlight poles with banners arms on Welton, in the BID, to add to the committee's place branding efforts. Ms. Wallace noted that the banners are placed about 25 - 30 feet above the ground and simplicity is best in design to be comprehensible. The banners can also be updated over time and switched out as needed. The committee is following up with Xcel to determine permitting procedures. Mr. Beal motioned to approve the design concept presented and move forward with final design. Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed

Because the meeting had gone over the allotted 90-minutes, the Security Committee and Maintenance and Administrative updates were not given

Mr. Pirkopf moved to adjourn, seconded by Ms. Stiger. Vote: unanimous in favor, Meeting adjourned at 4:15

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 13th day of May 2020.

FPBID Board President

Attest:
