



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
June 10, 2020
MINUTES

Meeting Held: Wednesday, May 13, 2020 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
Dr. Renee C. King, 1st Vice President
John Pirkopf, 2nd Vice President
Nathan Beal, Treasurer
Maedella Stiger
Incoming Board Members (non-voting)
Ryan Cobbins
Haroun Cowans
LaSheita Sayer

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 2:32 PM.

As this was the last meeting of founding Five Points BID Board Member Dr. Renee Cousins King, Mr. Books took a moment to recognize her for all the work she has done in helping to establish the BID and as a dedicated board member for the last three years. Fellow board members also offered thanks and congratulations and encouragement to stay involved with the BID in the future.

No potential conflicts related to Agenda items were reported by FPBID Board Members in attendance.

Approval of Board Minutes – May 13, 2020

With no discussion or corrections needed of the May 13th Meeting Minutes, Dr. King motioned to accept the May Board Meeting Minutes, Mr. Pirkopf seconded. Roll call vote: unanimous in favor, motion passed.

Treasurer's Report – April, 2020

Mr. Beal reported the April, 2020 Financial Report to the board. In April, there were a total of \$19,421 in expenditures, which he then listed individually. Final account cash balance at the end of April totaled \$229,772. Mr. Beal also informed that income from mill levies has increased over last year and are on track for the year as budgeted. Final payments are typically due in June and once those are all finalized the Board can determine if any there is a need to amend the 2020 Budget. With no issues of concern, Ms. Stiger motioned to accept the April, 2020 Treasurer's Report, Dr. King seconded the motion. Roll call vote: unanimous in favor, motion passed.

COVID-19 Response - Emergency Action

Dr. King presented the FPBID COVID-19 Small Business Relief Grant Fund application based on the Board's direction from the prior month's meeting. Dr. King reviewed the cover letter and the 2-page application, which was designed to be easy to fill out while getting pertinent information regarding need and eligibility. Applications will be available online through the FEBID web site or can be printed and mailed to the BID for review. The intent is to have a rolling process to minimize delays in getting grant funds to applicants. Dr. King noted that the property owners through their tenants have built the BID's budget with assessment payments and the most effective assistance the BID can give during the pandemic is to grant operational funding directly to them.

Dr. King has asked that Board Members inform their tenants and help spread the word throughout the district with other business owners and network contacts. Keeping in mind that many of the business may not be operating and as a result not receiving mail or in their businesses, extra outreach will be needed. Ms. Wallace will also promote the program through the FPBID's online and social channels.

Old Business

A. Ratification of Email Vote Supporting DCI

Earlier this month the FPBID was asked to sign on in support of a letter from Downtown Colorado, Inc. to Governor Polis in support of efforts to allow for patio extensions that will allow for full service as well. Since the initial vote, the policy has been set to allow for patio extensions. Dr. King noted concerns about allowing extensions in neighborhood atmospheres such as Five Points because of potential noise issues. Mr. Pirkopf motioned to ratify the FPBID's email vote to sign on in support of the letter drafted by Downtown Colorado, Inc to Gov. Polis supporting the effort to expand restaurant patios to combat capacity restrictions during the COVID-19 pandemic. Mr. Beal seconded the motion. Roll call vote: Three in favor, Dr. King opposed, Ms. Stiger abstained, motion passed. The ratification vote matches the email vote to draft a support letter

B. MCB Digital Solutions Virtual Walking Tour App

Ms. Wallace presented for approval an agreement that would provide a variety of enhancements to the FPBID website. The first part of the plan would provide an interactive self-guided walking tour utilizing the medallions and plaques throughout the corridor. Visitors would be able to utilize smart phones or mobile devices to bring up more information on each of the sites highlighted on the tour including videos, photos and other items of interest. Those enhancements would also be used to create a more robust and interactive, searchable directory and map of businesses, which is the second area of focus of the proposed agreement with My City Bikes.

Once up and running the app can continually be updated as new businesses open. Video and additional content can also be added. The scope of work can be completed in a matter of weeks once approval is given. Mr. Books noted that this type of technology is commonly used by BIDs and entertainment districts. The current FPBID website utilizes a more static listing of businesses and does not have the ease of use relating to historic and cultural sites in the BID. Ms. Wallace noted that the app is a plugin to the website and flexible to work with the BID's site as it continues to grow and change.

Mr. Pirkopf motioned to approve the expenditure and to move forward with the website enhancements proposed. Dr. King seconded the motion. Roll call vote: unanimous in favor, motion passed.

C. Legacy Business Task Force

Incoming Board Member, Ryan Cobbins reported on efforts of the new Legacy Business Task Force. An initial meeting was held with Councilwoman CdeBaca and her Chief of Staff Dr. Calderon. At the meeting, the committee decided to utilize outreach lists from the initial BID formation effort. This list will help define a benchmark for a legacy business, then the committee can identify legacy business needs, and then determine if other businesses need to be wrapped into the efforts. The next meeting date will be set soon, and word will be passed along to draw in interested volunteers.

New Business

A. George Floyd Protest Memorial

Mr. Books prefaced the item by noting that on the first night that the George Floyd protests came through Five Points on Welton a makeshift memorial was set up on the Deep Rock building. The memorial is still in place and the Board would like to take the opportunity to memorialize this moment in history through the BID. Mr. Books has asked incoming Board Member, Haroun Cowans to lead this initiative and called on Mr. Cowans to introduce the concept. Mr. Cowans noted that this moment in history is having a deeper, substantive impact than other times in the past. He mentioned that his vision includes not only marking the moment in time, but why the protests have formed in support of George Floyd, Breonna Taylor, and the many others whose lives have been lost. Mr. Cowans encouraged individuals interested to contact him to help brainstorm moving forward for what the memorialization will be. Everything is still in conceptual mode and no budget has been set at this time. The separate discussion from this meeting among a committee will help form the overall concept, scope and budget.

B. Patio Extensions Road Closure Proposal

Mr. Martinez presented a conceptual plan for road closures that could help adjacent restaurants expand to patio service in the FPBID. The conceptual map has been submitted to the City. The City had noted in informational meetings that when applicants are made up of multiple businesses or within a special district their preference is to receive one road closure application, but businesses will be responsible for getting in their application for patio extensions on their own as they are responsible for management of their individual spaces. At this time the BID has not been assigned a staff reviewer and no final request has been submitted. If wanted, the BID will cover the cost of the barricade rental and traffic control plans for closures, an expense that would otherwise fall on the individual businesses. After discussion it was decided that as the BID moves forward the Five Point intersection will be pulled from the request and the rest will be worked with as necessary.

C. Crowd Funding Initiative

Recently, two volunteers offered to set up a GoFundMe (GFM) account to help support businesses along the Welton Corridor in the BID. A sibling of one of the volunteers was able to share more information of the concept for establishing the GFM account. The volunteers were looking for a way to help support all the businesses on the corridor as opposed to one restaurant over another. At this time, criteria is very loose but similar to what the Grant Fund used. The volunteers offered some suggestions on a process to establish a committee and criteria but intended to allow the board to make the determination on who to involve in the final process.

Board action is necessary to allow access to the BID bank account to connect to this GFM account. Mr. Books asked for two Board Members to help lead the steering committee for the disbursement of the GFM funds. Mr. Beal and Ms. Sayer volunteered to sit on the committee.

Dr. King Motioned to connect the GFM account to the BID bank account with an agreement to keep these funds separate from general operating funds of the BID raised by the annual assessment. Mr. Pirkopf seconded the motion. Roll call vote: unanimous in favor, motion passed.

MarCom Update

Ms. Wallace had to leave the call for another appointment. In her absence, Mr. Martinez presented a Marcom update.

A. Xcel Banners

He showed the conceptual designs of the banners the committee is looking to use for the Xcel banners. Currently banner arms are only located on poles from Park Ave to 28th and not all of them have the bracket arms. Mr. Martinez is trying to confirm if there is a cost to the BID to add arms to poles that do not have any and if bracket arms need to be replaced.

B. Gateway and District Signage

Mr. Martinez asked fabricator, Keesh Pankey to update the group on the amenities and gateway and district signage. Bike racks and trash cans should begin installation around June 23rd. Mr. Pankey shared some models of plans for welcome and district signage for multiple locations in the district including either end, at Park Avenue and at the Five Point Intersection at 27th Street. All signs will be illuminated from inside with powder coating and anti-graffiti protection. Estimate for all the signage, labor, materials and permitting is \$29,740. While all agreed the concept is on track, the Board wanted to pause on this project to get a better understanding of what the economic situation will be as we continue to move through the COVID-19 situation. More analysis of the budget needs to be done before approving at this time, but the Board reiterated the appreciation for Mr. Pankey's work to date and their desire to move forward again with this in the near future.

C. Options to Mark Juneteenth

Norman Harris coordinator of the annual Juneteenth event updated on the activities for this year's event as it has been adapted for social distancing standards. There will be a small parade starting at Manual High School and traveling down Welton, through Five Points and back to Manual. It will begin at 1 PM on Saturday the 19th. This year's concept is similar to a telethon event with video profiles of businesses to help bring customers to businesses in this economic downtime. There is no financial ask from the event, but an ask to help spread the word of the event and to continue partnerships for the event in the future. Mr. Harris noted that the current climate has brought even more attention than normal, and while they

are not encouraging a large gathering in one place, he believes that FPBID businesses will see a benefit as people gather to participate with the parade.

District Maintenance & Administrative Update

Due to time constraints Mr. Martinez presented for board review a proposal through the Downtown Denver BID's tree health contractor to replace or plant 17 trees in the district. The Board asked Mr. Martinez to continue to find additional bids to compare.

Review of Public Comments in Chat

Mr. Books relayed information from a letter from Lynne Bruning with questions about missing minutes and financials from the FPBID website. Mr. Martinez has sent all the items that were missing for updating to the website. He also noted that there was no formal board meeting in April, instead an informational meeting on COVID-19 small business assistance opportunities was held by zoom and there are no minutes for that event.

Mr. Books continued reading Ms. Bruning's letter with more information regarding the Board of Adjustments meeting over the Charity's House Apartments project on the 3000 block of Welton, the closure of 30th Street from Welton to Larimer as part of their shared streets initiative during COVID-19 and concerns over encampments on 25th at Welton in the right of way. A copy of the letter is included as an appendix to this month's minutes.

With no further business to discuss Dr. King moved to adjourn, seconded by Mr. Pirkopf. Vote: unanimous in favor, meeting adjourned at 4:39 PM

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 15th day of July, 2020.

FPBID Board President

Attest:
