

FIVE POINTS

BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS MEETING

May 11, 2022

By Zoom Webinar

DRAFT AGENDA

Mission Statement: The Five Points Business Improvement District exists to strengthen and enhance the efforts of business and property owners who live, work in, or contribute to the Historic Five Points neighborhood of Denver. Our District Board's mission is to positively influence financial accountability and cultural responsibility as the area undergoes redevelopment and growth. The Five Points Business Improvement District will hold true to the best values of the past, embrace inclusive opportunities of the present and look forward to a vibrant future.

10:00 AM	I.	Call to Order	R. Cobbins
10:05 AM	II.	Video Introductions	Board
10:10 AM	III.	Administrative Items	
		A. Disclosure of Potential Conflicts of Interest	Board
		B. Board Meeting Minutes – April 13, 2022	Board
		C. Treasurer's Report – March 2022	N. Beal
10:20 AM	IV.	Old Business	
		A. Soul Street on Clarkson Update	V. Martinez
		B. FPJF Use of Soul Street on Clarkson Request	B. Dilling
		C. Welton Street Enhancements Update	DOTI
		D. 2022 – 2023 Planning Retreat Date Selection	R. Cobbins
		E. Necessary Resolutions related to Planning Retreat	V. Martinez
11:05 AM	V.	New Business	
		A.	
11:10 AM	VI.	MarCom Update	K. Frazier
		A. Monthly Report	
11:20 AM	VII.	District Maintenance & Administrative Update	V. Martinez
		A. Xcel Pole Banners Permitting Progress	
		B. Lighting & Irrigation Update	
11:25 AM	VIII.	Public Comment	
11:30 PM	IX.	Adjourn	



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
April 13th, 2022
MINUTES

Meeting Held: Wednesday, April 13th, 2022, 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:
Ryan Cobbins, President
LaSheita Sayer, Vice President
Nathan Beal, Treasurer
John Pirkopf
Paul Books

Excused Absence: Maedella Stiger, Vice President
Haroun Cowans

BID Staff: Vincent Martinez, Downtown Denver Partnership
Kalisha Frazier, Five Points Marketing Group

The meeting was called to order by Board President Ryan Cobbins, at 10:03 AM.

After introductions President, R. Cobbins took a minute to thank the Board and give appreciation to the BID for the positive contributions made to the neighborhood.

Approval of Board Minutes – March 9, 2022

No discussion of the March Minutes was requested, Mr. Beal moved to accept the March Board Meeting Minutes as presented. Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

Treasurer's Report – February 2022

Mr. Beal presented the February 2022 Financial Report to the Board. A total of \$27,593 in expenditures was made in the month of February, which were then listed individually. The final account cash balance at the end of the month totaled \$232,733 Mr. Pirkopf made a motion to accept the February 2022 Treasurer's Report. Mrs. Sayer seconded the motion. Vote: unanimous in favor, motion passed.

Because some Board Members needed to be excused from the meeting early, the Agenda was adjusted to review voting items up front.

New Business

A. Five Points Jazz Festival Event Assistance Grant Request

The Board welcomed Ms. Brooke Dilling from Denver Arts and Venues and Mr. Norman Harris, Mile High Festivals (MHF). Ms. Dilling discussed a couple of changes to this year's Jazz Fest from the last one held in 2019 including the incorporation of festival stages inside of several venues in the FPBID and the City is now contracting with MHF on the production of the event. Ms. Dilling also noted that as in many industries, costs have risen sharply for production of the event. Together Ms. Dilling and Mr. Harris presented a break-down of community investments, funds from sales of alcoholic beverages, and historical expenses from 2018 and 2019. Mr. Harris presented a funding request of the FPBID for \$8,000 to cover the cost of stages at the 7 indoor venues along Welton Street: Coffee at the Point, Brother Jeff's Cultural Café, Goed Zuur, The Lydian, 715 Club, The Roxy, and Cervantes: The Other Side. Some of these businesses will continue programming into the night after festival hours.

While event organizers had hoped to incorporate the Five Points Plaza (FPP) parking lot and businesses into the festival, agreements could not be reached in time to address licensing and permitting issues related to the use. Mrs. Dilling mentioned that she has been working with other City agencies to incorporate the use of Soul Street on Clarkson into the festival to help wrap in FPP business in as well. Ms. Dilling will keep the Board informed on progress of incorporating Soul Street and will ask for the BID's partnership on the use of Soul Street in the near future.

Ms. Dilling took a minute to give background on why the sponsorship ask is happening this year as opposed to years past. While the City is committed to producing the outdoor stages, the event planning committee advocated for a stronger incorporation of local businesses and more stages to showcase some of the smaller acts. This updated event format, the loss of revenue from City owned venues during the pandemic and associated rising costs are all reasons the City is seeking out additional sponsorships for this and future Jazz Festival events.

Ms. Sayer noted that the event is not necessarily good for all businesses in the district but those that are not a bar or restaurant can find ways to cope with the disruption to their daily operations. Event coordinators can help businesses plan for the day by providing as much pre-event information as possible, including location of fencing and mapping of the closures to help guide regular customers to parking and alternate routes to business entrances.

Mr. Books noted that he appreciates the City's investment of over \$300,000 and considers the BID's \$8,000 sponsorship a sound investment considering the overall economic impact of the event to the BID. Mr. Books also mentioned that as the FPBID's budget has grown, he hopes the Board will consider making this investment an annual budget item.

Mr. Books made a motion to approve the \$8,000 sponsorship level. Mrs. Sayer seconded the motion. Vote was unanimous in favor. Motion passed.

Ms. Sayer asked if BID businesses can participate in event handouts. Ms. Dilling replied that no event fliers are being printed for the day to help lower the event's carbon footprint, but that they have always wanted to have a listing of all businesses along Welton that they can use in event promotions. Ms. Sayer requested that event planners contact the BID's MarCom

contractor to discuss potential incorporation of the FPBID's website and promotional materials.

MarCom Update

A. Monthly Report

Mrs. Frazier reported that she has had discussions with Kwon Atlas of Five Points Atlas to brainstorm cooperative promotional opportunities through advertising in the Atlas. She will report back as more develops over time.

B. Historical Monuments Update

Mrs. Frazier mentioned that there was a slight miscommunication as to what the printers were restoring, hence the large quote from last month. A new quote is expected later this month.

C. There is a volunteer setup opportunity coming up on Aug. 23rd at Soul Street on Clarkson. Volunteers will be assembling furniture and placing item throughout the space. Mr. Pirkopf asked for Ms. Frazier to reach out to Curtis Park Neighbors to help inform those neighbors.

D. Ms. Frazier shared a mockup of the Xcel Pole banners and is working to get files from the past MarCom contractor. She noted that Mr. Martinez will give further updates later this meeting.

In relation to the social media posts, Ms. Sayer asked that Ms. Frazier to make sure she is walking to the businesses monthly to help gather information so that she send info through social that promotes businesses district-wide as opposed sharing posts and information from a couple of businesses.

New Business (Con't.)

B. Renewal of MarCom Management Agreement with DDP

Mr. Martinez presented the board with the MarCom agreement with the Downtown Denver Partnership. The agreement is set to end April 25th. Mr. Martinez suggested adding a change order to the agreement, extending it from 5/1/2022 to 12/31/2022, thereby aligning the fiscal and calendar years. The fee will increase 4% in accordance with the current CPI to \$52,000 and will be broken down thusly: \$5,200 toward management fees, and the remaining \$46,800 to the Subcontractors. Ms. Sayer made a motion to approve the change order, Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed

C. Tennant Recruitment Assistance Discussion

Ms. Sayer discussed the goal of all the work of marketing and maintenance is to help recruit businesses that share the goals and values of the BID, as well as the historical and cultural ideals of Five Points. She suggested that the BID make a list of what business types are in the BID, what types of businesses the BID would like to attract, and then compare those lists to other similar BIDs to determine successful actions. She also suggested that the BID website host said list, to be updated monthly. Mr. Cobbins responded that there are available firms and consultants that are available to do that sort of analysis. Mrs. Sayer proposed the hiring of one such firm.

After some brainstorming among the Board, Mr. Martinez noted that vacancies can be worked into the interactive map already on the BID's website. Additionally, records from BID archives along with neighborhood knowledge of Board members can be used to update

BID's property owners contact list so that the 5PMG can make initial outreach announcing the BID's efforts to promote leasing opportunities through its outreach channels and encourage owners to supply the BID with information to include.

District Maintenance & Administrative Update

A. Xcel Pole Banners

Mr. Martinez explained that the permit request information has been sent to the City and County of Denver. Xcel has requested photographs of all 77 light pole bases for initial inspection. Permits will require a certificate of insurance (COI)

B. Lighting and Irrigation Updates

Mr. Martinez explained that irrigation lines will be turned on May 1st, and this will include the lines at 2400 Welton, where he expects repairs to be needed. Mr. Martinez is working with Colorado Lighting Inc. to move lights from the tree beds on 25th onto the Welton sidewalk and purchase new lights matching the 2600 and 2700 blocks to be installed in the tree bed. The lights on Washington by the Rossonian have had their power restored but are still not operational. Further investigation is taking place. Electrical upgrades are planned for later in the year throughout the BID.

C. Tree Plantings Phase 2 & Tree Pit Leveling

Mr. Martinez went on to discuss phase 2 of the tree plantings, stating that planning will begin in June so planting can begin in the Fall. There are 5 pits that have no grates, 4 of them are off-set, and one has been over-grown. Resetting the grates will require cutting, costing about \$600-\$800 per pit he estimates on past similar work. Mr. Martinez added that mulch in the pits will aid in leveling while also adding nutrients to the trees.

D. District Safety Workshop

Mr. Martinez explained that they are aiming for late May for this to take place

E. Gateway Elements Update

Mr. Martinez explained that there needs to be a determination of site issues impacting the placement

Ms. Sayer asked about issues she is seeing with trash receptacles not being closed and locked. Mr. Martinez explained that it was not the locks that have failed, but the trash cans themselves had warped enough that the doors were not closing properly and the locks are unable to engage. Mr. Martinez reassured that they are working with Decibl to rectify the situation.

Old Business

A. 2022 – 2023 Planning Retreat Date Selection

Tabled. Mr. Cobbins will try to search out a date offline with Board Members.

B. Necessary Resolutions related to Planning Retreat

Not necessary

Public Comments

Management Report

Five Points Business Improvement District
For the period ended March 31, 2022

For management use only

Five Points Business Improvement District
Balance Sheet
 March 2022

	Beginning Balance January 1, 2022	YTD Changes	Ending Balance March 31, 2022
ASSETS			
Current Assets			
Bank Accounts			
USbank Checking	\$ 243,119	\$ 25,859	\$ 268,978
Total Bank Accounts	243,119	25,859	268,978
Other Current Assets			
Accounts Receivable	947	-	947
Prepaid /Deposits	-	-	-
Total Other Current Assets	947	-	947
Total Current Assets	244,066	25,859	269,924
TOTAL ASSETS	\$ 244,066	\$ 25,859	\$ 269,924
LIABILITIES AND EQUITY			
Total Liabilities	\$ 7,970	\$ (551)	\$ 7,420
<i>Equity / Fund Balance</i>			
Beginning Fund Balance	236,095	-	236,095
Net Operating Income (Loss)	-	26,410	26,410
Total Equity / Fund Balance	236,095	26,410	262,505
TOTAL LIABILITIES AND EQUITY	\$ 244,065	\$ 25,859	\$ 269,924

Five Points Business Improvement District
Budget vs Actual - By Program/Activity
March 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources					
Mill Levy Income-FPBID	86,895	85,000	1,895	245,842	(158,947)
Donations	-	-	-	18,000	(18,000)
Other	-	-	-	-	-
Total Income and Other Sources of Funds	86,895	85,000	1,895	263,842	(176,947)
Total Available Resources	\$ 322,990	\$ 249,470	\$ 73,520	\$ 428,312	\$ (105,322)
Expenditures					
Maintenance	38,381	38,514	133	119,056	80,675
Marketing/Branding	12,925	25,591	12,666	102,364	89,439
Administrative	8,302	9,433	1,131	28,730	20,428
Contingency Funds	-	1,875	1,875	7,500	7,500
Total Ongoing Expenditures	59,608	75,413	15,804	257,650	198,042
Capital Purchases	878	25,000	24,123	100,000	99,123
Small Business Relief Grants	-	-	-	-	-
Total Expenditures	\$ 60,486	\$ 100,413	\$ 39,927	\$ 357,650	\$ 297,164
Ending Fund Balance	\$ 262,505	\$ 149,058	\$ 113,447	\$ 70,662	\$ 191,843

Five Points Business Improvement District
Budget vs Actual - By Account
March 2022

	Actual YTD	Original Budget YTD	Variance Favorable (Unfavorable)	Original Budget Annual	Variance Favorable (Unfavorable)
Beginning Fund Balance	\$ 236,095	\$ 164,470	\$ 71,625	\$ 164,470	\$ 71,625
Income and Other Sources of Funds					
Mill Levy Income-FPBID	86,895	85,000	1,895	245,842	(158,947)
Donations	-	-	-	18,000	(18,000)
Other Revenue	-	-	-	-	-
Total Income and Sources of Funds	86,895	85,000	1,895	263,842	(176,947)
Total Available Resources	\$ 322,990	\$ 249,470	\$ 73,520	\$ 428,312	\$ (105,322)
Expenditures					
<i>Maintenance</i>					
General Maintenance Contract	15,644	15,683	40	62,733	47,090
Other Maintenance	1,857	2,375	518	9,500	7,643
Plaza Maintenance	2,850	3,331	481	13,323	10,473
Snow Removal	14,837	12,500	(2,337)	15,000	163
Utilities & Water	989	1,000	11	4,000	3,011
Irrigation Repairs	-	375	375	1,500	1,500
Tree & Landscape Maintenance	2,205	3,250	1,045	13,000	10,795
Total Maintenance	38,381	38,514	133	119,056	80,675
<i>Marketing/Branding</i>					
Banners	-	875	875	3,500	3,500
Events/Activation	-	-	-	-	-
Grants	-	4,216	4,216	16,864	16,864
FP History Stroll	-	250	250	1,000	1,000
ASG Activations	-	-	-	-	-
Trick or Treat	-	250	250	1,000	1,000
Holiday Stroll 2022	-	2,500	2,500	10,000	10,000
Summer Activation	-	-	-	-	-
Holiday Lighting	-	3,750	3,750	15,000	15,000
Marketing Administration	12,635	12,500	(135)	50,000	37,365
Marketing Programs	290	1,250	960	5,000	4,710
Total Marketing/Branding	12,925	25,591	12,666	102,364	89,439
<i>Administrative</i>					
General Administration	5,500	5,500	0	22,000	16,500
Bank Charges & Fees	-	33	33	130	130
Dues & Memberships	-	150	150	600	600
Insurance	2,802	3,000	198	3,000	198
Legal Fees	-	750	750	3,000	3,000
Total Administrative	8,302	9,433	1,131	28,730	20,428
<i>Contingency Funds</i>					
Total Ongoing Expenditures	59,608	75,413	15,804	257,650	198,042
<i>Capital Expenditures and Reserve Spending</i>					
Capital Purchases	878	25,000	24,123	100,000	99,123
Total Capital Expenditures and Reserve	878	25,000	24,123	100,000	99,123
Total Expenditures	\$ 60,486	\$ 100,413	\$ 39,927	\$ 357,650	\$ 297,164
Net Income	\$ 26,410	\$ (15,413)	\$ 41,822	\$ (93,808)	\$ 120,218
Ending Fund Balance	\$ 262,505	\$ 149,058	\$ 113,447	\$ 70,662	\$ 191,843

Five Points Business Improvement District
Expenditures by Vendor Summary
March 2022

	March 2022	YTD 2022
Colorado Barricade	-	2,610
Colorado Special Districts Property and Liability**	-	2,802
Consolidated Services Group 2, LLC	7,171	31,505
Constant Contact	90	135
Denver Permits Online	50	50
Denver Water	74	294
Diversified Underground Inc	-	340
Downtown Denver Partnership Inc	6,000	18,000
Savatree	2,205	2,205
Sin Jac Electric	972	1,850
XCEL ENERGY	229	696
Total Expenditures by Vendor	\$ 16,791	\$ 60,486

Five Points Business Improvement District
Statement of Cash Flows
March 2022

March 2022

OPERATING ACTIVITIES

Net Income	\$	26,410
Adjustments to reconcile Net Income to Net Cash provided by operations		
Accounts Receivable		-
Prepaid / Deposits		-
Accounts Payable		(551)
Total Adjustments to reconcile Net Income to Net Cash provided by operations:		(551)
Net cash provided by operating activities	\$	25,859
NET CASH INCREASE (DECREASE) FOR PERIOD	\$	25,859
Cash at beginning of period		243,119
CASH AT END OF PERIOD	\$	268,978

No public comments were offered in the chat. Mr. Cobbins queried the possibility returning to in-person meetings in the future to aid in hearing public comments and also discussed Zoom tools to use in the meantime. Mr. Martinez noted that with the closing of the 1st floor meeting rooms at Blair Caldwell for renovations, the first choice of the Board is not available for a bit, however other options that can accommodate both the Board and the 15ish or so attendees that would often attend the in-person meetings pre-pandemic.

With no further business, Mr. Pirkopf moved to adjourn. Mr. Beal seconded the motion. The meeting adjourned at 11:21AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 11th Day of May, 2022.

FPBID Board President

Attest:
