



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
October 12, 2022
MINUTES

Meeting Held: Wednesday, October 12, 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
LaSheita Sayer
John Pirkopf
Nathan Beal
Maedella Stiger
Paul Books
Haroun Cowans

BID Staff: Beth Moyski, Downtown Denver Partnership
Vincent Martinez, Downtown Denver Partnership
Kalisha Frazier, Five Points Marketing Group
Chuck Jones, Five Points Marketing Group

The meeting was called to order by Board President Ryan Cobbins, at 10:02 AM.

Ms. Sayer disclosed she will not be voting on an agenda item later in the meeting regarding

Approval of Board Minutes – August 10, 2022 and September 14, 2022

Approval of the August Meeting Minutes had been tabled to today's meeting. No discussion of the August Meeting Minutes was requested Ms. Stiger moved to approve the August 10th minutes. Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

No discussion of the September Meeting Minutes was requested. Ms. Stiger moved to approve the September 14th minutes. Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

Treasurer's Report – August, 2022

Mr. Beal presented the August 2022 Financial Report to the Board. A total of \$18,612 in expenditures was made in the month of July, which were then listed individually. The final account cash balance at the end of the month of July totaled \$443762. Mr. Cobbins called for a motion to accept the August 2022 Treasurer's Report. Mr. Pirkopf moved to approve the treasurers report. Mr. Books seconded the motion. Vote: unanimous in favor, motion passed.

Ratification of Email Votes

- A. Resolution 2022-03 Rescheduling the 2022 FPBID Budget Amendment Public Hearing to October 12, 2022. Vote tallied by email, 5 – 0 in favor. Ms. Sayer moved to ratify the email vote. Mr. Beal seconded. Vote: unanimous in favor, motion passed.
- B. Resolution 2022-04 Rescheduling 2023 Budget Amendment Public Hearing
Vote tallied by email, 5- 0 in favor. Ms. Sayer moved to ratify the email vote. Mr. Beal seconded. Vote: unanimous in favor, motion passed.
- C. Vote to Transfer Marketing and Execution of Wakanda on Welton Event from 5PMG to ZoZo Group.

Mr. Cobbins explained that funding for the Wakanda on Welton event is partially through a Neighborhood Action Grant that Melody Market received from the City of Denver. The FPBID is also contributing funding to cover additional maintenance needs, overnight security for the Wakandan Market and collateral print needs (banners, ads, etc...). The vision for the event and grant application was developed by Ms. Sayer and submitted by Melody Market.

As efforts began to execute the event, it became apparent that because Ms. Sayer created the vision for the event and is the recipient of the grant funding it made sense to transfer responsibility for marketing services from 5PMG over to ZoZo group. The Board was asked to approve this change to the event execution plan. The vote on the question was held by email; Ms. Sayer recused herself from the vote. Vote: 4 – 0 in favor of letting ZoZo Group lead marketing efforts for the Wakanda on Welton event.

Ms. Stiger then noted her concerns that this constituted a conflict of interest to allow a sitting Board Member to take on the marketing duties for the event when the BID already has a contractor for marketing services. Mr. Cobbins noted that because Ms. Sayer did not vote on the issue and will not be voting on the ratification of the vote, she is clear from a conflict. He also explained the role that ZoZo will play in the vision and execution of the event.

With no further discussion, Mr. Books moved to ratify the email vote transferring marketing responsibilities of the Wakanda on Welton event from 5PMG to ZoZo Group. Mr. Beal seconded the motion. Vote: 4 – 1 in favor, motion passed.

Mr. Martinez noted that in past board meetings the idea of rereleasing an RFP for Marcom services that better reflects the scope of work as it has evolved. He explained that before staff proceed, he would like to get formal direction from the Board and opened the opportunity for discussion. Mr. Books suggested delaying such a discussion until the budget is passed, and suggested it be tabled until next month. Ms. Sayer noted that there may not be enough time if that is put off until next month, as the new potential contract would go into effect January 1, 2023. There was then discussion about how the BID will be managed moving forward, i.e. Executive Director or another type of paid administrative position. Mr. Martinez explained the scope of work concerning a MarCom

position vs. a director position. Mr. Cobbins called for a motion to start the process to develop scopes of work for a new RFP process that considers the MarCom contractor and Administrator/Director roles. Mr. Books made the motion, Ms. Sayer seconded. Vote: Unanimous in favor, motion passed.

Planning Retreat Review

A. Organizational Values Discussion.

Ms. Cipollone presented the approved mission statement and explained that progress and improvements will be presented at the November board meeting. She went on to explain the core values of the BID, and there was discussion among the board about how the core values could be applied and made more actionable. Ms. Sayer accentuated the importance of cultural preservation. Ms. Cipollone discussed further the importance of allocating funds for a director and MarCom team, and how the mission should inform that decision. She then presented an exercise about how the board can claim success, and what moments of those successes stand out. Mr. Pirkopf lauded the success of the Holiday Stroll and the benefits it presented to the community. Ms. Sayer described an inspiring phone call she had with a member of another BID that requested advice on how they can emulate the success of the Five Points BID. Mr. Books explained success in the improvements on the maintenance side, citing new trees and pedestrian lights. Ms. Cipollone started a discussion about how to define values and which ones were the most important. There were some public comments about the perceived lack of security in the district.

B. Next steps

Ms. Cipollone explained the importance of choosing 3-5 core values that would benefit the BID and encouraged the board members to discuss them. The results will be discussed at the November board meeting.

2022-2023 Budget

A. Overview of the 2022-2023 Budget

Mr. Martinez presented the preliminary budget that has been presented to the city and explained some of the annual and ongoing line items versus the one-time line items. He then opened up to discussion by the board. Ms. Sayer explained some concerns she had with the 2022 budget and some questions about the 2023 budget. She also made some suggestions about activation budgetary items.

B. Public Hearing on Budget Amendments and 2023 Operating Budget

Mr. Cobbins called for a motion to open for public comments. Mr. Books seconded. Motion passed. A Concerned Citizen asked about a cash balance disparity, and about a security line item. Mr. Cobbins addressed these issues, and Mr. Books provided additional information. There were no further public comments. Mr. Cobbins called for a motion to close public comments. Mr. Pirkopf made a motion. Mr. Beal seconded. Motion to close public comments passed.

C. Mr. Cobbins called for a motion to vote on the 2022 Budget Amendments and the proposed 2023 Budget with adjustments provided today. Mr. Books motioned; Mr. Pirkopf seconded. Vote: unanimous in favor, motion passed.

*A copy of the approved budget is attached to these minutes as an appendix.

Activation Updates

A. Wakanda on Welton

Ms. Sayer informed the public that there will be an informational meeting for businesses on the corridor regarding the Wakanda on Welton event on the following day at 3 PM at Melody Market discussing the activation deeper and ways for businesses to participate.

B. Five Points Great Pumpkin

Mrs. Frazier explained the Great Pumpkin activation with times and details, and requested volunteers

C. Holiday Stroll

There was no discussion at this time

Public Comments

There were no questions or comments.

With no further business, Mr. Cobbins called for a motion to adjourn. Mr. Books made a motion to adjourn. Mr. Pirkopf seconded the motion. Vote: Unanimous in favor. Motion passed.

The meeting adjourned at 11:30AM.

The forgoing minutes constitutes a true and correct copy of the Five Points Business Improvement District. Approved this 9th Day of November, 2022.

FPBID Board President

Attest:
