



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS REGULAR MEETING
February 9, 2022
MINUTES

Meeting Held: Wednesday, February 9, 2021, 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
Haroun Cowans

Excused Absence: Maedella Stiger, Vice President
Paul Books

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

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

Approval of Board Minutes – January 12, 2021

Board members requested that the January Board Minutes be tabled for the March 2022 meeting because they were not received in time for review.

Treasurer's Report – December 2022

Mr. Beal presented the December 2022 Financial Report to the Board. A total of \$27,004 in expenditures was made in the month of December, which were then listed individually. The final account cash balance at the end of the month totaled \$245,690.00. At year end the Total Available Resources were \$501,271 and Total Expenditures \$262,687, leaving the YTD Ending Fund Balance at \$238,584. Mr. Pirkopf made a motion to accept the December 2021 Treasurer's Report. Ms. Sayer seconded the motion. Vote: unanimous in favor, motion passed.

District Maintenance & Administrative Update

A. Clarkson Street Update

Mr. Martinez reported that the team is working toward a March opening date for Soul Street on Clarkson, but it is dependent on arrival of furniture and other amenities. Mr. Martinez noted that

there will likely be a community volunteer day to help assemble the various furniture and amenity pieces that will be used at the site.

B. CCD IGA – The Point Pedestrian Plaza

Mr. Martinez reminded the Board of the proposed IGA that was brought to them in January and their request for legal review. The review was completed and is still with the City Attorney's Office. He noted that initial indications are that comments provided by the BID's legal counsel were acceptable and getting final approval. Once the updated agreement is received, he will pass along to the Board for review with any necessary comments. The Board can then hold an email vote to help expedite the process of prepping the area for an opening this Spring.

C. BID Managed Utilities Update

Mr. Martinez informed the Board that the lighting and irrigation accounts on the 2400 block of Welton have been put under FPBID management as they had previously been under the management of the FP Business District and had been shut off since its disbandment. BID contractors are investigating issues at not only the pedestrian lights on the 2400 block of Welton but also the pedestrian lights on Washington in Front of the Rossonian.

Ms. Sayer asked if the Board could vote to allot funding that was not earmarked for the two lights that need to be replaced on the 2400 block of Welton. Mr. Martinez noted that the Capital Expenditure budget items still had not been identified at this time and this item could fit in that budget account. After discussion on budgetary procedures, Ms. Sayer made a motion to set a not to exceed mark of \$15,000 for the replacement of two light poles near the intersection of 24th and Welton. Mr. Cobbins amended the motion for a not to exceed amount of \$17,000. Mr. Cowans seconded the motion. Vote: unanimous in favor, motion passed.

Old Business

A. Charge Ahead Colorado Grant Project Update

Ms. Sayer reported that the deadline to complete work for the grant program has passed and grant funding will be forfeited. Since funding has been secured for the civil engineering survey and it will be of benefit to the BID to have the information, they will proceed with the survey. Taking what has been learned, the working group will be able to put together a more precise budget to help understand budget implications should the BID seek grant funding from the program later this year. Ms. Sayer estimates that they could potentially reapply this summer as the grant program has 4 application windows throughout the year.

New Business

A. 2022 – 2023 Capital Planning & Retreat Task Force

Mr. Cobbins discussed the idea of holding a multi-hour Board retreat/planning workshop to develop a work plan for the BID for this and the coming years. He noted that it would require a small task force of the Board to plan the meeting and determine format as well as find a facilitator to lead the meeting. Multiple Board members expressed their support for the idea. In the end, Board members agreed that a 4-hour retreat in April or May is highly desired.

Building off the previous discussion regarding work plan development, Mr. Martinez took a minute to present a 2022 budget projection with updated mill levy revenue information based on final information provided by the City's Finance Office in December. Mr. Martinez explained that because a few projects that had been lined up to be completed in 2021 carried over into this

year and because additional funding has been committed from outside sources for BID programming since October when the budget was accepted by the Board, the beginning cash fund balance is higher than originally budgeted. Additionally, the mill levy revenue is higher than the conservative assumptions Mr. Martinez made in developing the budget. The result is a Total Available Resources amount of \$575,678. He noted that this number is missing some deductions, so it is not the true amount but a fair general standing of the BID's resources for the year.

Mr. Martinez then went through the changes and additions since October in the budget projection. These items included proposed activations 5PMG presented at the January Board Meeting and Capital Expenditures that have been priced but not prioritized or further refined to date. Mr. Martinez noted that there are some items such as Xcel banners, gateway signage and monument repairs that are already being worked on, but the other items identified are what needs to be worked through in a planning retreat to lay out a work plan for the remainder of 2022 and through the end of 2023.

Mr. Cobbins took a moment to address a point brought up by Ms. Sayer regarding the trees that were planted in a manner that left tree grates unlevel. Mr. Martinez informed that all tree grates that were unlevel have been pulled and mulch provided as an immediate, stop gap measure. He also explained that unfortunately, there is no easy fix at this point, but he'll continue to work with his team and City Forestry to brainstorm possible options. Mr. Cobbins expressed a dissatisfaction with the quality of work.

Mr. Cobbins noted that R. King asked in the chat if the agenda can be posted prior to the meeting. Mr. Martinez explained that currently the meeting notice is sent out by social media notices and through the BID's Constant Contact account. The meeting dates for the year are also posted on the BID's website. A general Agenda is posted with the BID's physical public meeting notice posting in front of Coffee at the Point. Mr. Martinez noted that it is possible to post a draft of the Agenda to the BID's website but asked for understanding as it may change between posting and meeting time.

Ms. Sayer noted that the Board has received comments from District businesses in the past regarding the Jazz Festival and Juneteenth, that access to their business is cut off from these events. Ms. Sayer recognized the long-range marketing opportunity that exists from the events but asked that the BID work with event promoters and planning teams to share information and pass along as far in advance as possible to help businesses prepare for impacts on those weekends and potentially plan to help lessen the impacts.

Ms. Sayer queried into the possibility of the creation of an event brochure or handout for the event that would highlight area businesses with incentives for event attendees to return on non-event days. Ms. Sayer noted this might be something the BID considers on its own to have available to capitalize on this captured audience on those weekends. Mr. Cobbins noted that there is typically a map created for the events with ad opportunities.

Mr. Jones from 5PMG noted that he is serving on the planning committee on both of those events and will be looking for ways to best include BID businesses. he mentioned that he is hopeful to use his role to offer opportunities for BID businesses to extend their business out into the events through tent spaces, pop-up extensions or at least have the barricades positioned so that non-event attendees have a clear path to business entrances.

Ms. Sayer noted that there are BID businesses such as hair salons, barber shops and others where extending into the event doesn't work for their business model and the impacts are negative. A co-op marketing piece like she mentions will allow those types of businesses to benefit from these events.

Mr. Martinez addressed a question in the chat from K. Shores regarding the progress on the Xcel banners. His team is in the process of gathering all Xcel pole ID numbers to submit to Xcel for their crew to inspect the poles' capacity to withstand added force from the banners. The team will need to size the banners based on current banner arms positioning and already has a design in place.

Mr. Cobbins responded to a question by Ms. Sayer regarding a workshop with DPD regarding safety and security in the BID, noting that he and Mr. Cowans will be reviving their meetings with the Mayors office on the subject. Mr. Martinez noted that initial outreach has been made with DPD's District 2 and 6 Community Resource Officers regarding a workshop and the goal is to hold a community workshop in March or April, most likely by Zoom at this point.

Mr. Cobbins and Mr. Martinez responded to a question in the chat from J. Paris regarding 5G Tower placement and informed that placement is decided by 5G providers and has been given the okay on the federal level through the Federal Communications Commission.

MarCom Update

Ms. Frazier had a time conflict, so the MarCom update was pushed to this point in the meeting. She reported that the images that were used on the monuments were found in the Blair Caldwell archives. Ms. Frazier will be contacting the original company that installed the images to receive a quote.

She noted that the Negro League baseball card cut outs have been placed in the Sonny Lawson Park again. Black History Month banners have also been installed

Mr. Cobbins asked for an update on the Cleo Parker Robinson (CPR) Benefit Show. Mr. Martinez noted that no email vote has been held on the subject because he has been trying to get the budget projections up to date. He noted that the original budget Mr. Jones presented last month was \$4,500 for the event overall. Board members asked for a deeper description of the event including benefits to the BID businesses. Board members expressed concern that the performance will be held at the CPR building which is outside of the BID. A detailed budget was also asked for with the details. Information will be sent by email and a vote held by email to expedite the process.

Public Comments

Through the public chat option, the following questions and statements were made:

Mr. Cobbins relayed a request for information on the closure at Sonny Lawson Park. Mr. Martinez said that he believed it was related to the construction of the public restroom and will reach out to parks for an update.

Mr. Cobbins responded to a question on progress at the Rossonian, by noting that the BID's representative on that project was not in attendance today, but that he knows that that group just wrapped up work on the Hooper next door.

Mr. Cobbins noted that the BID has not been informed of Welton Street Café's location plans in response to an inquiry.

R. King: Somewhere I saw \$10,000.00 for security. How is that being spent. I would also like to know how various events put money into businesses. Is that measurable?

Mr. Cobbins/Mr. Martinez: At this time, the security budget is not in use, but it is a conversation with the properties that contract with private security companies to potentially supplement what others pay to include the BID in regular patrols.

Mr. Cobbins closed the meeting with a mention of the Black Business Loan Fund created by the Colorado Enterprise Fund. He encouraged those interested to reach out to him directly for more information.

With no further business, Mr. Beal moved to adjourn. Mr. Pirkopf seconded the motion. The meeting adjourned at 11:07AM.

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

FPBID Board President

Attest:
