



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
 BOARD OF DIRECTORS REGULAR MEETING
 February 12, 2025

MINUTES

Meeting Invite by Zoom	https://us06web.zoom.us/webinar/register/WN_Bx3oUQ1WTkW1z5V3DItD3A
Meeting Recording By Zoom Meeting Passcode:	<u>Webinar ID: 884 9538 9241</u>
Zoom Cloud Recording Link	https://us06web.zoom.us/rec/share/YsvrvzqXqJngnYFt4YSEDf56TMA5zFV5n2wBpCO64Oezd2O_O8c1cF6VBXWwExmx.uZCD_PLkHuSaWyyaa
Zoom Passcode:	<u>u@o25C7z</u>

Summary:

- The meeting focused on the partnership between the University of Denver and Five Points BID, with a class of students conducting interviews and analyzing data to provide solutions for the corridor. The team also discussed the allocation of funds for cultural programming, the awarding of STAND grants, and the maintenance schedule for the corridor. Lastly, the upcoming 5 Points Jazz Roots event was discussed, with a focus on stakeholder involvement and the need for volunteers.

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:

- I. Call to order:

The meeting was called to order by Board Chair **Haroun Cowans** at **10:07 AM**

- II. Introductions / Attendance:

Haroun Cowans	Board Chair	Present
Paul Books	Co-Vice Chair	Present
Nathan Beal	Treasurer	Present
Fathima Dickerson	Board Member	Present
John Pirkopf	Board Member	Present
Nina Rupp	Board Member	Present

Absent:

Maedella Stiger	Co-Vice Chair (Excused)	Not Present
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BID Staff:

Norman Harris	Executive Director	Present
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Invited Special Guests:

NAME	TOPIC	ROLE
Marji Karish		DU Professor
Nova (Monica Ortega)		Note Taker
Pietro Motterlini		DU Student

III. Administrative Items

A. Disclosure of potential conflicts of Interest: **None to mention** (03:12)

B. Board Meeting Minutes: There were no corrections to the January 08, 2025 Board meetings minutes.

- **Paul Books** moved to approve the **January 8th, 2025 Board Meeting Minutes**.
- **Nathan Beal** seconded to approve the minutes.
- **All** were in **favor of the Motion to approve the minutes**.

C. Treasurer's Report for January 2024| Nathan Beal
Switching Accounts,

a. Mr. Beal stated that the BID is still working on the last 3 months of 2024. The report is about 90% complete but will be presented in next month's board meeting. Mr. Beal stated that the BID experienced challenges with accessing the US Bank account and delays in getting the accounts updated.

b. Mr. Beal stated that today he will be presenting the January 2025 Treasures

Report.

Five Points Business Improvement District

A/P Aging Summary

As of January 31, 2025

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Amazon Purchase				1,290.30		\$1,290.30
Colorado lighting Inc					0.00	\$0.00
Constant Contact				56.00		\$56.00
CSG2					9,201.17	\$9,201.17
Downtown Denver Partnership Inc					0.00	\$0.00
Gusto				22,897.85	8,638.04	\$31,535.89
Quickbooks				103.76		\$103.76
Sir Speedy				271.30		\$271.30
XCEL ENERGY				155.58		\$155.58
YSI Venture				410.00	410.00	\$820.00
TOTAL	\$0.00	\$0.00	\$0.00	\$25,184.79	\$18,249.21	\$43,434.00

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Expenses	
January (total expenses)	\$20,023.48
US Bank	\$12.00
Gusto	\$73.00
Constant Contact	\$56.00
Constant Contact	\$56.00
Quickbooks	\$103.76
Gusto Payroll Expenses	\$15,025
Annual Insurance	\$3009.78
Go Daddy (Web Hosting Svc)	\$22.00
YSI Ventures (Office Space)	\$410.00
Xcel Energy	\$286.00
Current Bank Balances	
Checking Account Balance	\$63,076
Interest Bearing Savings Account	\$313,263
Total Cash Balance	\$376,339

- **John Pirkopf** motioned to approve the January 2025 Treasurer's report.
- **Paul Books** seconded the motion to approve the January 2025 Treasurer's report.
- **All** were in **favor of the Motion to approve the minutes.**

IV. Old Business

(08:00)

a. **University of Denver Communications Dept.**

Marji Karsh

Mr. Harris stated that in October of 2024 he presented to the BID board an upcoming partnership with the University of Denver Communications Department that would have a class of about 30 students who would be interviewing Five Points Stakeholders. The class began on January 7th. Mr. Harris stated that students have been interviewing Five Points stakeholders and the students will be presenting their results on March 7, 2025 from 2:30 to 3:30 pm. Invitations will go out to everyone to attend followed by a celebration at Spangalang.

- b. Ms. Karish extended thanks the board members for dedicating their time to share insights into the board's goals and guide the students from the outset.

Ms. Karish stated that the class is focusing on how the Five Points BID can support perspectives on opportunities within the district for local businesses, identifying areas for growth as well as potential barriers to progress.

Ms. Karish stated that this is a Student-led, robust, empirical study conducted by students with a focus on conducting intensive interviews with business owners. Ms. Karish stated that 17 businesses offered to participate and 12 interviews were completed by students. Ms. Karish stated that the completed interviews have been transcribed and that students are coding the data, with nearly 3,000 lines of code tabulated so far. Ms. Karish stated that the study has been conducted over 5 weeks and that preliminary results will be delivered to Mr. Harris and Mr. Jammu.

c. **Board Member Nina Rupp shared her comments:**

Ms. Rupp stated that Marble Empire was voted a Denver Legacy Business, and she believes it is the first business in Five Points to receive this honor. She emphasized the importance of this recognition and expressed hope to invite students to visit, share in their experiences, and learn about their 25 years of doing business in the Five Points community.

Ms. Karish stated that Provost, Mary L. Clark is traveling and has participated in the course work and will not be able to attend the presentation on March 7, she is traveling but has been very supportive of the work that Denver University is doing with the Five Points Community.

d. **Next Steps:**

Ms. Karish stated that the work will continue into the spring quarter within the Daniels School of Business and that approximately 50 students have signed up to participate in the upcoming spring quarter course.

e. Pietro Motterlini (Student) shared comments which are summarized below:

“First, I want to express my gratitude to all the Board members for giving us, the students, this incredible opportunity. This experience has been truly rewarding. For instance, I had the chance to interview Duncan Goodman from Cervantes Ballroom, which allowed me to put into practice the interviewing and data management techniques we've been learning in class. It's been a remarkable experience to gather insights in a real-world setting, providing us with a glimpse of what we can achieve and encounter in our future careers.

Analyzing and coding the interview data has been equally valuable. It has given us, as students, a deeper understanding of how to categorize and identify patterns in the responses from business owners. I'm excited about the prospect of presenting our findings in the upcoming big presentation. Once again, thank you for granting us such a wonderful and impactful experience.”

f. The Floor was open for questions from the Audience:

First question came from Natasha Butler: Ms. Butler inquired whether the data and presentation from the study would be shared with business owners or only with the Board. She expressed interest in hearing the insights and perspectives gathered from other business owners as part of the study.

Norman Harris, Executive Director responded to Ms Butler: Mr. Harris stated that the student research findings will be presented on Friday, March 7th. We will ensure that you receive an invitation to the presentation and make sure that any report we prepare is shared with the entire community.

Nova Elu El presented a Question: Ms El asked for an explanation of the term 'coding'.

Professor Marji Karish responded to Nova's question: Ms. Karish stated that the study adheres to a strict and rigorous methodology. Interviews are transcribed into documents, which form the confidential data set. This data is then coded using narrative or thematic analysis to identify the intent behind responses, such as recognizing obstacles or opportunities for business growth. All students ask identical questions during the interviews, ensuring consistency in the data. The coding process is crucial, as it allows the team to categorize and analyze the data, ultimately producing the results that will be presented on March 7th.

V. New Business

a. Contract from Denver Arts & Venues

(19:20)

Mr. Harris presented a motion to approve the contract from Denver Arts & Venues. He explained that the contract pertains to a statement of work to collaborate with the Five Points Business Improvement District (BID) in funding cultural programming along the corridor in 2025. Mr. Harris stated that he alerted the Board about this initiative in November and expressed excitement about moving it forward. Mr. Harris stated He that because the Five Points Jazz Festival is not taking place, efforts were made in collaboration with Councilman Watson's office and Denver Arts & Venues to reallocate a portion of the festival's funding under the Five Points BID's control to enable impactful programming. The

contract, which was sent to the Board the previous evening, has been reviewed and approved by legal counsel.

- b. **Mr. Harris requested a motion** to authorize him to sign the contract and begin implementing an ambitious plan for spring and summer events. He also invited any questions, concerns, or further discussion regarding the contract.

Haroun Cowans presented a question: Mr. Cowans asked, is the funding limited to 2025 only, or do you envision this as an ongoing partnership with Arts & Venues to help support cultural activations in the corridor?

Executive Director Norman Harris responded to Haroun's question: Mr. Harris stated that the total investment for cultural programming in Five Points this year will amount to \$225,000. Of this, \$125,000 will go directly to the Business Improvement District, while the remaining \$100,000 will be offered as micro-grants. These grants will be available to community members, business owners, and others, provided the programming takes place within the Welton Corridor.

Mr. Harris stated that although the funding is currently designated for 2025, he anticipates this initiative continuing in future years, including 2026 and beyond, though nothing is confirmed at this time. Mr. Harris stated that his hope is that we can use this funding to demonstrate our effectiveness, potentially growing the investment from Denver Arts & Venues in the future. For now, the funds are specifically allocated for programming in 2025, but I am optimistic about its continuation."

Paul Books presented a question: Mr. Books asked what is the grant selection process going to look like?

Executive Director Norman Harris responded to Mr. Books' question: Mr. Harris stated that a grant selection committee will be established, with recommendations made for its members. The grant process will be managed separately, allowing businesses, community members, bands, and artists to apply for cultural programming funds through Denver Arts & Venues. Significant efforts were made to ensure that the funding stays within the Business Improvement District (BID), rather than being broadly applied to the broader Five Points area. Of the \$225,000 allocated for cultural programming, \$125,000 will be directly controlled by the BID, while the remaining funds will be distributed as grants by Denver Arts & Venues.

Mr. Books asked if updates can be provided regarding the remaining funds managed directly by Denver Arts & Venues and not controlled by the Five Points BID. Mr. Books stated that it would be helpful if a list could be compiled and if Denver Arts & Venues could keep us informed about how much of the funding has been distributed. Mr. Books stated that he wants to ensure that we're encouraging people to apply and utilize these funds so they don't go unused.

John Pirkopf motioned to Approve the Contract with Denver Arts and Venues that has already been approved by the board.

Paul Books Seconded the Motion to approve the contract.

- **All were in favor of the Motion to approve the motion to Approve the**

Contract with Denver Arts and Venues for 2025.

c. DURA Contract

(26:35)

Mr. Harris stated that he sent the DURA (Denver Urban Renewal Authority) contract for review by Ron at Spencer Fane law firm and that Approval for the contract is not being requested yet; it will be ready for voting at the March meeting after legal review.

Mr. Harris stated that The Five Points BID and several corridor businesses were awarded STAND Grants through DURA. \$48,390 is allocated to the BID for beautification projects which include new murals, moving planters to 20th Street and refurbishing existing murals.

Mr. Harris stated that A meeting with DURA is scheduled later in the month to explore additional funding resources for supporting businesses and potential corridor projects.

Mr. Harris stated that The STAND Grant program will reopen in the spring, and all businesses are encouraged to apply. Mr. Harris stated that In the previous grant cycle, recipients included Marble Empire, Urban Sanctuary, and Moyo Cultural Center.

Mr. Harris stated that Applicants are encouraged to attend Q&A sessions to meet grant reviewers, as making connections can strengthen applications.

d. CSG Cost Proposal

(29:40)

Mr. Harris presented the need to review the CSG contract. Mr. Harris stated that the contract with CSG, the maintenance provider, ended in December and that he is reviewing CSG's maintenance schedule and its efficiency to improve results.

Mr. Harris stated that stakeholder feedback highlighted concerns about dog waste, bird waste, and snow removal and that CSG currently provides daily maintenance, including surface cleaning, litter pickup, graffiti removal, weed removal, wipe downs, grate cleaning, and trash removal, 7 days a week, 365 days a year

Mr. Harris stated that his observations show excessive service frequency, such as emptying unused trash cans.

Mr. Harris stated that he is proposing to reduce frequency from 7 days a week to 5 days a week and increase frequency from quarterly to once a month.

Mr. Harris stated that February and March will serve as a trial period to assess the effectiveness of the revised schedule and that feedback will be gathered from stakeholders to evaluate the impact of reduced service

Mr. Harris stated that the proposed changes could result in annual savings of approximately \$12,000.

The floor was opened to follow up questions:

Mr. Cowans asked Mr. Harris to clarify the numbers regarding the proposed changes. Specifically, the shift from quarterly to monthly for power washing and the adjustment from 7 days a week to 5 days a week for daily maintenance.

Mr. Harris stated that the daily maintenance service currently provided 365 days a year. Moving forward, if the service is reduced to 5 days a week, it will be provided approximately 260 days per year. This adjustment would lower the annual cost from \$70,810 to \$50,440.

Mr. Cowans asked that since they bill us hourly, reducing the service to 5 days might lead to them requesting more hours on certain days? For example, if the skipped days are weekends, which tend to accumulate more trash, would they need additional hours on Mondays and Tuesdays to catch up and restore cleanliness?

Mr. Harris stated that he believes the next two months will provide a valuable opportunity to assess whether reducing the frequency to five days a week might result in a need for additional hours on certain days. This trial period will help us better understand the impact of these changes and make informed decisions moving forward.

E POINTS BUSINESS IMPROVEMENT DISTRICT, 2025					
TYPE OF MEASURE	HOURLY PRICE	TOTAL LABOR HOURS	PRICE/UNIT	NUMBER OF ITEMS	QUANTITY OF SERVICE/YEAR
CORRIDOR	\$48.50	4	\$194.00	365	\$70,810.00
CORRIDOR	\$95.00	10	\$950.00	4	\$3,800.00
UNIT/TIME	\$50.00	1	\$50.00	52	\$600.00
UNIT/TIME	\$215.00	1	\$215.00	12	\$2,580.00
					\$77,790.00
TYPE OF MEASURE	HOURLY PRICE	TOTAL LABOR HOURS	PRICE/UNIT	NUMBER OF ITEMS	QUANTITY OF SERVICE/YEAR
AREA/TIME	\$65.00	1	\$65.00	1	\$65.00
UNIT/TIME	\$85.00	4	\$900.00	1	\$900.00
UNIT/TIME	\$85.00	4	\$750.00	1	\$750.00
UNIT/TIME	\$85.00	1	\$85.00	1	\$85.00
UNIT/TIME	\$50.00	2	\$100.00	23	\$2,300.00
UNIT/TIME	\$50.00	0.25	\$12.50	20	\$250.00
UNIT/TIME	\$180.00	0.5	\$90.00	77	\$6,930.00
UNIT/TIME	\$140.00	1	\$140.00	77	\$10,780.00
UNIT/TIME	\$50.00	16	\$800.00	2	\$1,600.00
UNIT/TIME	\$50.00	24	\$1,200.00	18	\$21,600.00

e. Five Points BID Project Plan & Status

Norman Harris 39:38

Mr. Harris stated that the Five Points BID Project Plan and Status Tool provides visibility and accountability for the work being done by the BID office and staff and Will be updated/uploaded to the website and included as a report in monthly meetings for the board and stakeholders.

Organizational Structure:

- i. **Events:** Details ongoing and planned events.

- ii. **Marketing:** Highlights marketing efforts that have been initiated.
- iii. **Special Projects:** Outlines additional projects in progress.
- iv. **Fundraising:** Tracks current fundraising efforts.
- v. **Reporting:** Includes reporting processes to the city and the Placer.ai report.
- vi. **Community Engagement:** Highlights initiatives to connect with the community.
- vii. **Business Support:** Summarizes efforts to support local businesses.
- viii. **Maintenance:** Details maintenance activities and initiatives.

Goal:

- ix. Ensures the community has a clear understanding of ongoing projects, milestones, and how outcomes are being measured.

- x. Mr. Harris invited board members to share their thoughts or suggest additional elements to include in the tool.

Mr. Harris stated that the Project Plan and Status Tool will be instrumental in keeping the board involved and informed. He plans to use it during touchpoints with the board to guide discussions and prioritize initiatives, acknowledging that there is a significant amount of work to address. Mr. Harris expressed interest in collaborating with individual board members on specific efforts, such as discussions with RTD regarding the 5 Points revision of the L line and the activation of empty, leasable spaces. He believes the tool will provide clear direction for priorities and is looking forward to working closely with the board to accomplish the outlined goals.

f. Five Points Jazz Roots

39:38

Mr. Harris stated that The Five Points Jazz Roots event is returning for its 3rd annual celebration, spanning the next two Saturdays, February 15th and February 22nd. This year's event will feature 10-12 concerts in various venues along Welton Street, including a newly activated space at Paradise on the corner of 22nd and Welton. Additional activities include tours of the Blair-Caldwell Library, an artist market, and an artist showcase at the former Melody Market, with thanks to Hope Communities for lending the space. Efforts are being made to promote the event, such as email campaigns and maps displayed on A-frames that highlight restaurants along the corridor to encourage community support for local businesses. Following the event, data from Placer.ai will be analyzed to assess the effectiveness of the investment and event turnout. A PR firm and event producer are coordinating with businesses, artists, and news outlets to ensure successful promotion, with media coverage scheduled on Denver 7, Fox, and Channel 9. Mr. Harris expressed enthusiasm for the event's potential to bring the community together and create a vibrant cultural experience.

Mr. Pirkopf asked if Mr. Harris Norman plans to place those interviews on the website, or other social platforms?

Mr. Harris shared that fliers are already on the Website.

Mr. Harris highlighted the excitement around the upcoming Five Points Jazz Roots event, emphasizing the diverse voices contributing to its promotion. Participants in a recent social media video montage included Jamika from the Blair Caldwell Library, Brother Jeff, the owners of Marigold and 715, and an employee from Spangalang.



These voices encourage people to visit Five Points and join in the festivities. Mr. Harris stressed the importance of featuring a variety of voices to build community support and engagement. He expressed hope for a good turnout and favorable weather, while acknowledging the many factors that contribute to a successful event. He also noted that this event format will be replicated in April when the First Friday series begins.

Natasha Butler shared the following comments: Apologies, I was muted. You mentioned hiring a team to produce this week's jazz event. I don't know if I missed something, but I only received a calendar invite about it. In the past, we've had in-person meetings with business owners regarding these events. Did those meetings happen this year, or what was the

communication process for sharing information about this event? I wasn't aware it was happening beyond the calendar invite."

Mr. Harris responded to Natasha Butler's comments: "Yes, we definitely had meetings with businesses that were hosting activations, such as TeaLee's, Spangalang, Pairo'dice, Brother Jeff's, The Lydian, Marigold, and 715. However, in terms of restaurants, no, we did not hold meetings with you or other restaurants not involved in activations. Mr. Harris followed up by asking Ms. Butler to send him an email and promised to get her in contact with the event producer, because we're going to be using him for 1st Friday activations as well. Mr. Harris shared that the BID would love to hear her ideas on better ways to incorporate her business into the programs.

VI. Public Comment

53:43

Portia Malone asked if they needed help with volunteers for the Jazz Roots.

Mr. Harris shared that Shawn is the contact for volunteers and mentioned sending an email yesterday about the offer. He plans to send another email to ensure it's a priority and emphasized the need for volunteer support with tasks like setting up signage and other activities.

VII. Adjourn the meeting

Mr. John Pirkopf moved to adjourn the meeting. **Mr. Paul Books** seconded the motion and a **unanimous** vote in favor of the motion passed.

The meeting adjourned at **11:02 AM**.

The foregoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this 11th day of March, 2025.

Five Points BID Vice Chair

Attest.

Next Steps for the Board / Executive Director

1. Norm to sign the contract with Denver Arts and Venues for cultural programming funding.
2. Norm to send the DURA contract to Ron at Spencer Fame for review before the March meeting.
3. Norm to assess the effectiveness of the reduced CSG maintenance schedule (5 days/week) and increased power washing frequency (monthly) during February and March.
4. Norm to upload the Five Points BID Project Plan and Status Tool to the website.
5. Norm to connect Natasha with the event producer for future event participation.
6. Norm to connect Portia Malone with Shawn regarding volunteer opportunities for the Five Points Jazz Roots event.
7. Board members to review the DURA contract before the March meeting for approval.
8. Board members to provide feedback on the Five Points BID Project Plan and Status Tool.