



FIVE POINTS BUSINESS IMPROVEMENT DISTRICT
 BOARD OF DIRECTORS REGULAR MEETING
 October 23, 2024

MINUTES

Meeting Invite by Zoom	https://us06web.zoom.us/webinar/register/WN_i5McGKw6Tx68fK1wm8xHrA
Meeting Recording By Zoom Meeting Passcode:	<u>859 8155 7523</u>
Zoom Cloud Recording Link	https://us06web.zoom.us/rec/share/W5e3xAEPSoxg-OkMEbo-myXPFKyflRGmx_gmOw6xKRGMDdmRStnWStdgj6astkxg.xZUVFr3pK_6sJPwd
Zoom Passcode:	<u>m7zy0^Xd</u>

Summary:

- The purpose of the board meeting was to present the 2024 amendments to the budget and approve the Proposed 2025 budget. Host a public open meeting inviting comments and to vote to approve the next meeting to be held on November 23, 2024.
- The board discussed adding a \$12,000 subscription to Placer, a platform that provides real-time data on visitor traffic, demographics, and sales to measure the effectiveness of the BID's marketing and events which everyone agreed to make a decision to add this expense to the budget in the next meeting so long as they get to seeing demos and understand its value.
- The board approved increasing the budget for events from \$40,000 to \$60,000 to facilitate more activations and events in 2025, redirecting funds previously allocated for the Five Points Jazz Festival.
- The board discussed increasing the administrative budget from \$97,000 to over \$200,000 to hire additional staff, including an accountant, administrative assistant, project coordinator, and marketing manager.
- The board approved the 2025 operating plan and budget of nearly \$500,000, excluding the Placer subscription, to be submitted to the city.
- The board agreed to hold their next meeting on November 13th to get back on schedule for the second Wednesday of each month.
- The board discussed the possibility of meeting in person for the November meeting, but decided to confirm the format via email due to technical limitations for hybrid meetings.

- The board heard public comments, including concerns about measuring the return on investment for businesses from events and the need for data to demonstrate the BID's impact.
- The board discussed applying for a DURA grant of \$5,000 to \$50,000 to support capital improvement and neighborhood projects along the corridor. Below are the specifics in the meeting minutes.

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 **10:00 AM**

II. Introductions / Attendance:

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

Absent:

Maedella Stiger	Co-Vice Chair (Excused)	Not Present
Nathan Beal	Treasurer	Absent

BID Staff:

Norman Harris	Executive Director	Present
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Invited Special Guests:

NAME	TOPIC	ROLE
None To Menton		

III. Administrative Items

(00:11:35)

A. Disclosure of potential conflicts of Interest: **None to mention**

B. Board Meeting Minutes: Paul Books shared his name was misspelled in multiple places. Aside from those revisions, There were no other concerns with the minutes. Norman Harris agreed to make the revisions and share the updated file with the board.

- **Paul Books** moved to approve the **September 2024 Meeting Minutes**.
- **Nina Rupp** seconded to approve the minutes.
- **All** were in **favor of the Motion to approve the minutes**.

C. Treasurer's Report for August 2024| Nathan Beal (Absent)

The Treasurer's Report was not presented in today's meeting. Nathan Beal was absent and will report in the next November 13, 2024 board meeting.

IV. **2025 Five Points BID Operating Plan & Budget final revisions| Executive Director - Norman Harris**

- a. Introduction and possible budget consideration of adding a subscription to a web-based real-time data platform called **Placer.ai**. (00:22:00)

What is *Placer.ai*?

Mr. Harris stated that Placer is an app based web platform that will give us the ability to get real time data on a ton of information from who's visiting the corridor, foot traffic, sales data. It is used by other BIDs. The data can be pulled back to 2017. A pitch deck from Placer was shared in the Board Packet for the members of the Board to review. Demonstrations were able to help Mr. Harris see the reports for Juneteenth and Five Points Jazz Festival relies heavily on cellphone data.

Mr. Harris stated that the BID can utilize *Placer.ai* in the following ways:

- Placer provides real-time data with real-numbers of how effective the BID is at driving foot traffic, especially during activations.
- Help the BID better understand the demographics of folks who are coming to the corridor.
- Help identify gaps in terms of offerings, less estimates, more actual data which can be shared with business owners.
- Part of the operational plan to the city asks the BID to describe how it is rating its effectiveness. This service will help the BID qualify and quantify its effectiveness which is required in the annual report.
- Placer reports can be used as a regular report, similar to how when we're pulling information from the Denver Police Department to further understand crime data in our area, we need to understand foot traffic data along with understanding the demographics of the people who are coming.
- The Executive Director would provide a regular report as part of the BID board meetings. As the BID begins to activate many more events with collaborative marketing campaigns which support businesses we must be able to measure the effectiveness of these efforts.

- Reports don't just tell you how many people, it shares income wages, where they're coming from and where they're going after they leave the corridor.
- Tailored reports can track visitor count, its migration to and from the corridor, in state, out of state and how long they stayed, where they went after and if they used their credit cards and can share what they bought and how much they spent.
- These reports can be used to support the business owners by sharing information and data about clients they may not have access to. Also be more proactive in telling prospective business owners why they should consider opening a business in Five Points.
- The annual subscription is discounted at \$12,000 for the BID.
- Vince Martinez with DDP shared that he can arrange for the Board to take some time to look at it and work with their planning and research team to share reports they have utilized. The DDP pulled reports to track changes in traffic as the Downtown Streets have begun to reopen. One important finding is they are seeing higher interest in moving back into downtown.
- His opinion is the DDP agrees access to these reports has paid for itself and endorses the use of the app and subscribing to this service.
- The budget from last week did not include this expense which was an oversight. the Executive Director would like to add this into the budget.

How to use Placer.ai?

- John Pirkopf asked if Mr. Harris knew how to use the software assuming it's a complicated platform. Does support and guidance come with the subscription.
- Mr. Harris stated that has only been shown demos. The BID would have a team to help with narrowing down regular reports.
- Mr. Harris shared a report from Light Rail saying there were 400 people riding the light rail daily. This data is not trusted. He would like to have real data that makes sense that can be verified.
- John Pirkopf suggested this be a multi-year platform to be able to measure over time with a baseline. Could we ask them to commit to the same rate for multiple years?
- Vince Martinez shared that signing a multi-year commitment due is not allowed since the budget requires an annual commit.

Next Steps

- The Board wants to wait therefore the E.D. will remove Placer.ai from the Budget for 2025.
- He will schedule a demo for the BID in November
- The Board can consider a budget revision in 2025 if they decide to accept it
- The Board would need to vote to accept this to the budget and at the end of the year make an amendment budget.
- Multi-year contracts are not allowed in the BID, but the BID can sign a current year contract with the option to renew in future years.
- Mr. Harris and the Board would like to get better understanding of how to use it
- The BID can solicit Vince to possibly use the DDP license to gather reports.

b. Mr. Harris provided staffing updates and recommendations from Spencer Fane

- Spencer Fane is working to create employment agreements since 1099 employees would legally put the BID at risk.
- There is an increase in \$9,336 total for Fees collected for hiring employees and staff members. This budget increase must be voted on and approved by the Board.

c. Operational Plan

Mr. Harris shared The BID's annual report for approval so it could be shared with the city and posted on the BID website. The 2025 Operational Plan and Budget summarizes activities accomplished as a board in 2024 and what are the intentions for 2025 such as:

- Board Members attendance in 2024 and terms
- Past activities for the board in 2024, upcoming at the end of 2024, and the proposed activities for 2025.
- Budget amendments in 2024
- Proposed budget for 2025
- Special Announcement in a publication to announce the meeting.
- Summarizes the Maintenance Report through September of 2025
- Identifies the current by-laws and code of conduct and actions from the board

d. Mr. Harris presented the 2025 Proposed Budget stating:

- **Income:** There are two sources of income recognized in the Budget: **Mill Levies** and **Dura Payments**. The budget also contains "**Carry Over**" resources which combined is over \$700,000 dollars.
- **Expenses:** explained as spending of the budget were covered at a high level since the budget was discussed in detail in last month's meeting.
- **Maintenance:** In 2024, \$20,000 was budgeted for Snow Removal, in 2025 it will increase to 40,000. This increases the budget for general maintenance to 149,492 in 2025.
- **Intentional Marketing for the Businesses:**
- The BID intends to hire dedicated staff for creating digital and marketing content and budgeted \$26,250.
- Intends to curate increased Marketing Collateral (Ad Spins, Direct Mailers) and budgeted \$12,000. With collaborative marketing programs like \$5.00 Tuesdays, this intends to be successful. Last year 35k rather pay one person to manage it, instead the BID will create tangible ad spins on social media. Support of events were well intentioned, but the impact to businesses was not seen

- \$40,000 was allocated in the 2024 budget and will increase in 2025 to \$60,000.
- Reports are looking like the Five Points Jazz Festival will not happen in 2025.
- Mr. Harris intends to work with **Denver Arts and Venues** to funnel that money back to the BID to support the events proposed in 2025.
- In the past, street closures for events planned on a weekend made Fridays a difficult day for business owners on the corridor who report a 50/50 likelihood of doing well. Folks were not flowing into brick-and-mortar stores. Instead, the proposed 2025 event activations will include bands inside the business as opposed to setting up on the street.

Fundraising efforts,

- In 2024 a budget of \$102,000 was set aside for Marketing and branding of businesses and events. This will increase to 123k for 2025. The Executive Director intends to make up the gap for what will be needed for the events. He is excited to report **Denver Water** has already committed to sponsor 15k to the corridor for these efforts.
- None of the anticipated fundraising efforts are included in the proposed 2025 budget. Any monies raised would result in a reduced spending of the budget and increase the cash balance at the end of the year.
- Nina Rupp shared that DURA has grants for businesses and the Welton Street corridor. We need to focus on bringing more businesses to the Corridor.
- Mr. Harris stated that the DURA grant does not support events, but does support neighborhood improvement for \$500 to \$50,000, of the total \$5,000,000 to be allocated. The BID will be applying for physical infrastructure which can help with moving trees. The deadline is November 8, 2024.

Administrative Spending:

- Previously 2024 the Downtown Denver Partnership provided administrative support to the BID. However in late 2023 the Board approved the role of the Executive Director. The total admin fees in the 2024 budget was set at \$97,000 and will remove the Placer \$12,000 subscription fee for now and increases the budget to over \$200,000. The projected budget will be a little less than one half a million dollars. Mr. Harris realized this is not a one person job and must consider bringing on additional staff to support such as:
 - Accountant
 - Admin Assistant
 - Special Projects Administrative Assistant
 - Project Strategist
 - Marketing Manager
 - Agency to assist with the renewal of the BID is a 1x fee of 30,000.

Mr. Harris explained the carry over funds stating:

- The BID has carry over funds that have remained in the coffers not implemented

- We are over budget from Dura and Mill Levies, however, we can sustain with the budget for the next two years to accomplish what is needed to fulfill the priorities of the BID.

BIDs Priorities

- Provide specific attention to supporting businesses on the corridor
- Fill turn key spaces
- Marketing efforts,
- More event efforts,
- Present to the Public that the BID has a vision and is moving forward, and the BID has a plan to do that.

Open the Meeting Up for Public Hearing

(01:13:48)

- Make a motion to open the meeting up for public hearing.
- **Mr. John Pirkopf** moved to open the public hearing. **Mr. Paul Books** seconded the motion and a **unanimous** vote in favor of the motion passed.

Jesse Parris presented a few questions:

1. Where is the funding for the events coming from, is it grants, and fundraising?
2. He asked where is funding for the Five Points Jazz Festival and Juneteenth?
3. Also that the budget has doubled and if it was applicable to double in cost or cost of living?
4. Will funds be used to keep businesses open?

Mr. Harris stated the BID is not collecting a significant amount more in taxes. Vince Martinez shared funds can not be given directly to businesses legally and a grant offering must be available to all businesses in the corridor. Ultimately the goal of the BID is to drive more foot traffic to the Corridor to support businesses.

Dr. Renee King presented questions and concerns stating:

- She would like to know how much the businesses are profiting from the events.
- She stated we spend lots of money on strolls and holiday events. How are the businesses profiting?
- The employees of the BID must be able to bring financial benefit to the businesses.

Mr. Harris stated that in the past prior to his leadership, there was no tracking and now the BID is attempting to understand how to be effective. The software tool Placer.ai is specific and effective and being considered. An adjustment of activating inside businesses instead of outside will provide the ability for businesses to track how the marketing is driving

sales and foot traffic which is much different from 2023.

Mr. Harris shared his opinion on how the light rail impacts the businesses on the same side of light rail as opposed to the other side.

He explained the priority is to gain the City's support in prioritizing the advancement of the corridor. Adeeb Khan from DEDO has been assigned to support our initiatives and be the BID's champion from the Mayor's administration. The BID has not been a priority, he intends to use effective marketing, relationships and leadership to redirect focus and resources to support the BID.

Vince Martinez stated that getting sales reports from businesses is hard to get and would require honest feedback such as surveys with focus on BID sponsored events whether they see overall impact on an everyday basis.

Nova Elu El shared her opinions about the Placer.ai software endorsing the need for the subscription which provides reports with measurable data which can help quantify and qualify the proposed increase in administrative spending and marketing and events expected to occur in the 2025 and 2026 year. This will also be information business owners will want to see as they are considering whether to renew the bid

Stephen Bennett Curtis Park Association President stated that the potential support from the BID has gone up substantially and that Sonny Lawson Park has been closed for a month now. Denver Parks and Rec and DPD have asked for more activations. First Fridays will be hosted at Cousins Plaza May through October. San Rafael will take place on the 3rd Friday of the Month. Thanks to the BID for additional support to these programs So we can continue to program and keep that space activated, which is the gateway to Welton Street, is very critical.

Close the Public Hearing (01:40:00)

- Make a motion to close the public hearing.
- **Mr. Paul Books** moved to close the public hearing. **Mr. John Pirkopf** seconded the motion and a **unanimous** vote in favor of the motion passed.

V. 2025 Five Points BID Operating Plan & Budget final revision discussion

VI. Vote to approve and submit 2025 Five Points BID Operating Plan & Budget to the city

(01:40:52)

- Make a motion to finalize and submit the Five Points BID Operation Plan and Budget to the City.
- All members of the board agreed to adjust the budget by removing the Placer.ai software expense of 12k from the budget.
- **Mr. Paul Books** moved to close the public hearing. **Mr. John Pirkopf** seconded the motion and a **unanimous** vote in favor of the motion

passed.

VII. ` New Business

A. Five Points BID Board Staffing Update was covered in the previous discussion earlier in the meeting.

B. Next Regular Board of Directors Meeting

Mr. Harris stated that he would like to get back on schedule for BID Meetings which is the second Wednesday of each month. November 13, 2024 would be the next meeting at the Blair Caldwell Building.

- Nina Rupp, would like to meet in person.
 - Paul Books is indifferent.
 - Mr. Harris was ok with meeting in person.
 - Haroun exited the meeting just before and Quorum was lost.
- In an email everyone can confirm if the next meeting is in person, Mr. Harris shared the one tradeoff is the in person meeting will not be broadcasted live and the strategic planning meeting would need to be rescheduled later.

VI. Public Comment

(01:15:54)

No additional Public Comment.

VII. Adjourn the meeting

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

The meeting adjourned at **11:44 AM**.

The forgoing minutes constitute a true and correct copy of the Five Points Business Improvement District. Approved this **13th day of November, 2024**.

Five Points BID Vice Chair

Attest.