

MEMORANDUM – OLD SOUTH GAYLORD BUSINESS IMPROVEMENT DISTRICT

TO:	City Council
FROM:	Office of Boards & Commissions
DATE:	8/15/2025
PURPOSE:	Appointments for the Old South Gaylord Business Improvement District
PROCESS:	City Council Confirmation

Staff Liaison: Matthew Hubbard, Board President & Business owner in the district. Acting as interim ED.

Purpose of Business Improvement District:

The Old South Gaylord Business Improvement District (BID), established in 1990, was created to manage the ongoing maintenance of the street renovations completed in 1992. Covering both sides of South Gaylord Street between East Tennessee and East Mississippi Avenues, the BID is funded through a mill levy paid by commercial property owners within the district.



Appointment Process:

The Mayor appoints 5 members and City Council confirms appointments for a term of 3 years.

Appointment Candidates

Term: 9/1/2025-8/31/2028 or until a successor is duly appointed.

Joyce Bickel

Owner, Iris Fields Boutique



Joyce Bickel, born and raised in Riverton, Wyoming, is a University of Wyoming graduate, business owner, and dedicated community leader. After moving to Denver in 1984, she became an active force in the South Gaylord district—founding Iris Fields boutique, owning property, and helping establish the local Business Improvement District. Joyce has four children and six grandchildren and enjoys biking, gardening, working out, and painting in oil.

Matthew Hubbard

Owner, Modern Bungalow



Raised in Littleton Colorado, Matthew moved into Denver proper after college. He has always lived in this city, and has always loved this city. He got married in the city; had his son here in the city; and will happily raise him in this city. Matthew and his family have lived in Denver for over 20 years. Their house is just south of Cheeseman Park, and their son attends Bromwell Elementary School. They love their neighborhood; the surrounding parks, shops and trails. They moved their business Modern Bungalow from South Colorado Blvs to South Gaylord St in 2022. It was important to Matthew and his family that they stayed in the heart of Denver, and Gaylord Street has been very welcoming to their business.

Philippe Failyau

CEO, Gastamo Group: Park Burger, Park & Co., Homegrown Tap & Dough, Perdida, Lady Nomada

Philippe Failyau currently owns and operates Homegrown Tap & Dough located at 1001 S Gaylord Street, and Perdida located at 1066 S Gaylord Street, both on the Old South Gaylord in Washington Park. He is CEO of the Gastamo Group – including Park Burger, Park & Co., and Lady Nomada, in addition to Homegrown Tap & Dough and Perdida. Philippe loves the block and neighborhood and therefore wants to get more involved with the BID.



James De Sena

Property Owner, Former Business Owner



James De Sena participated in forming the original “Old South Gaylord” BID in the late 1980s and served on the Board for over ten years. More recently, he was asked to again participate as a Landlord-Owner rather than a business owner. He recognizes the importance of the BID in maintaining and improving the integrity of the streetscape. He believes it is also important that the BID Board works with Merchant Association, but that the BID does not get involved in activities that promote individual businesses. James is retired, but still owns a couple of properties within the BID district. His background is 45 years of ownership and management of rental properties in both the Washington Park and Denver University areas.