
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Lisa McInroy, Board Chair, called the meeting to order at 8:00 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Andy Boian, Terri Garbarini, Dean Griffin, Sean Huggard, Matt Joblon, Natalie Mahler, Lisa McInroy, Cesar Orozco

Members absent: Rosella Louis, Michael Moore, Stephen Sturm

Staff present: Nick LeMasters, Richard Barrett, Lisa Voss, Jeanne St. Onge, Kat Libby, Pat Allison, Mary Siegwalt

Representatives, Guests and/or Owners present:

Clifton Larson Allen – Thuy Dam, Accountant
Commander Carlos Aragon, Denver Police District Three
Sergeant Matthew Mallo, Denver Police District Three

MONTHLY BUSINESS

Lisa opened the meeting to welcome newly elected board member, Cesar Orozco for a 3-year term commencing January 1, 2023. Also welcomed and introduced were guest speakers DPD Commander Aragon and Sergeant Mallo, City and County of Denver.

Returning to regular business, Lisa requested board approval of the December minutes.

Approval of Meeting Minutes: Motion by Andy Boian to approve the meeting minutes of December 21, 2022. Second by Dean Griffin. Vote: Unanimous in favor.

Lisa reminded the board that Colorado Revised Statute § 24-6-402 (2017) (CO Sunshine Law and Open Meetings Law) requires a vote at the first regular meeting of each calendar year for a designated public place to post meeting notices. The CCN BID's website was determined to be the most appropriate and continued location for public postings.

Approval of Public Meeting Notice Location: Motion by Andy Boian to approve the CCN BID website as the public posting location. Second by Dean Griffin. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

Finance Committee

Lisa also welcomed Natalie Mahler to the role of Finance Committee Chair. Natalie will report on 2022 year-end and January financials at the February meeting.

PUBLIC SAFETY UPDATE

Commander Aragon discussed 2021-2022 criminal trends and activities encountered city-wide, within District 3 and the overall Cherry Creek North neighborhood. The Business Watch Program partnership between DPD and local business owners to increase the security of businesses within the district. Business registration through the Colorado Organized Retail Crime Alliance (COORCA) was also recommended. Similar to a BOLO (Be On the Lookout), COORCA was designed to help retail and law enforcement investigators share intelligence information relative to retail crimes in Colorado. The program is complimentary and an ideal location to post information to the public.

In relation to auto theft and tracking of vehicles, a vehicle tracking program is being developed to curb city-wide car theft and help find vehicles for those who may become victims of crime. Applying and signing a tracking consent form will pre-authorize enforcement to immediately track the location of a vehicle if it is ever stolen.

Cmdr. Aragon cited the CCN partnership, engagement, and safety commitment measures as reasons why statistics for Cherry Creek North looked good compared to the rest of the city. Bond reform issues, increased patrols, the combined effort of neighborhood security and business engagement, along with a text alert messaging system were also discussed.

CEO REPORT**CEO – Nick LeMasters**

Nick provided third quarter sales tax results from the Cherry Creek North BID area to the board. The economic data mainly focused on key business categories such as Furniture & Home, Health & Personal Care, Clothing & Accessories, Restaurants, Leisure & Hospitality along with Financial Services. The accumulative total revenue tax collected by the city from the Cherry Creek North district more than doubled. This incremental rise in revenue collections spoke to the strength of 2022 sales generated from the 16-block district. With a variety of strong business categories, Clothing (which includes jewelry) continued to be the largest contributor (41.6%) from a sales tax perspective. Another substantial contributor was the Restaurant/Leisure/Hospitality industry reflecting 19.5% in sales tax revenue for the city. Nick hopes to have Q4 results at either the March or April meeting.

Marketing – Lisa Voss

Lisa informed the board of the marketing and tourism position that will be coming available with a job description anticipated to post by month-end.

Currently in the process of interviewing public relations agencies, Lisa thanked Andy Boian and the Dovetail Solutions team for their PR and communications help during the transitional search period.

Operations – Richard Barrett

Richard reminded the board of the monthly Safety Committee meeting held the third Thursday of each month from 2-3pm that is open to the resident and retail community. Richard also discussed the advantages of bicycle security and high visibility uniforms.

Requests for proposals have gone out to integrate digital kiosks throughout the district. Richard expects to review the bids in February citing potential financial gain through advertising sales combined with marketing exposure through rotated content toward an enhanced shopping experience for visitors to the district.

Multiple vendors also bid on the LED retrofit conversion of existing district lighting. With a contractor decision made, Richard presented the cost and details to the board for their approval.

Approval of the LED Lighting Contract: Motion by Sean Huggard to approve the LED retrofit lighting contract. Second by Dean Griffin. Vote: Unanimous in favor.

NEW BUSINESS

No new business was reported at this time.

ADJOURN

Adjourn: The meeting was adjourned at 9:12am

UPCOMING BOARD MEETING DATES:

- February 22, 2023 – 8:00 am
- March 22, 2023 – 8:00 am
- April 26, 2023 – 8:00 am

UPCOMING EVENTS:

- Denver Restaurant Week – March 3 – 12, 2023