
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Lisa McInroy, Board Chair, called the meeting to order at 8:01 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Andy Boian, Johnny DeBrito, Terri Garbarini, Dean Griffin, Sean Huggard, Matt Joblon, Rosella Louis, Natalie Mahler, Lisa McInroy, Michael Moore, Cesar Orozco

Members absent: Stephen Sturm

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen (CLA) – Thuy Dam, Principal / Accountant, State & Local Government
The Pachner Company, Amy O'Brien, Senior Strategy Officer
TRYBA Architects - Bill Moon, Principal / Sarah Komppa, Associate Principal

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Andy Boian to approve the meeting minutes of March 22, 2023. Second by Rosella Louis. Vote: Unanimous in favor.

COMMITTEE REPORTS

Finance Committee

Thuy Dam stated first quarter financials were consistent this time last year at 38% in property tax collection. Total revenue collected for the year is at 30.5% with expenditures at 20%, resulting in a \$900K surplus for the year to date. With approximately ten development projects, current and future over the next seven years, key assumptions related to assessed value and impact to the district were also discussed.

233 CLAYTON REDEVELOPMENT

Matt Joblon presented property design renderings for the surrounding retail area west of Clayton Lane, excluding Whole Foods. The project is intended to transform the vacant Sears location, loading docks and parking garage to include multi-family units, pedestrian-friendly retail space with small-format boutique shops, and unique restaurant concepts.

CEO REPORT

CEO – Nick LeMasters

Presenting Q4 sales tax results, Nick reflected on the strength of the businesses within the district and the overall performance of \$5.7 million in sales compared to \$3.2 million the prior year prompting continued favorable headwinds for the remainder of 2023. Nick also discussed participation and agreement of lodging fees with the hotel community to

generate district revenue in support of the tourism focus on Cherry Creek North. The board was reminded of the upcoming May 3rd Mayoral Forum hosted by the Alliance.

Marketing – Lisa Voss

Lisa updated the board on progress made with the new branding agency and will share results with the board at the next meeting. Summer events were also discussed that will kick off with the June Live & Local music series each Saturday during the month. Lisa also indicated the open senior tourism position is getting close to being filled.

Operations – Richard Barrett

Richard discussed the LED lighting expansion for the district coming up this year along with two other planned projects: outdoor digital directories and parking. The district is currently in the RFP process for the kiosk replacements and working with the city on right-of-way variance permissions. Discussions are also in progress with a consulting firm to explore and develop a series of strategies related to parking, pricing, and best practices for the district.

Partnership in the district has begun with businesses in collaboration of public safety and security. Bike patrols will commence in May and a second Business Watch meeting is planned along with another Coffee with a Cop public meeting. Discussion ensued regarding engagement of district residential communities in addition to the business community.

NEW BUSINESS

No new business was reported at this time.

ADJOURN

Adjourn: The meeting was adjourned at 9:36 a.m.

WENT INTO EXECUTIVE SESSION

UPCOMING BOARD MEETING DATES:

- May 24, 2023 – 8:00 am
- June 28, 2023 – 8:00 am
- July 26, 2023 – 8:00 am

UPCOMING EVENTS:

- Live & Local Music Series – June 3, 10, 17, 24, 2023
- Smash Fine Arts Festival – June 10-11, 2023
- Cherry Creek Arts Festival – July 1-3, 2023
- Bastille Day – French Fest – July 14-15, 2023
- Cherry Creek North Sidewalk Sale – July 14-16, 2023
- 5280 Top of the Town (30th Anniversary) – July 20, 2023
- Smash Fine Arts Festival – August 12-13, 2023