
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 later in the meeting.

Members present: Andy Boian, Dean Griffin, Rosella Louis, Natalie Mahler, Lisa McInroy, Michael Moore, Cesar Orozco

Members absent: Jennifer Anderson, Johnny DeBrito, Terri Garbarini, Sean Huggard, Matt Joblon, Stephen Sturm

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen (CLA) – Thuy Dam, Principal / Accountant, State & Local Government
62Above – Gregory Carson, President
Explore Communications, Mindy Gantner, President
Cherry Creek Oriental Rugs, Mark Bagher, Owner

Public Comment: The Chair recognized Mark Bagher for comments. No public comment was given.

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Andy Boian to approve the meeting minutes of June 28, 2023. Second by Michael Moore. Vote: Unanimous in favor.

COMMITTEE REPORTS

Finance Committee

Thuy Dam cited property tax collections through May that were ahead at 73% compared to 65% this time last year. Thuy will not have adjusted numbers until July in anticipation of starting the 2024 budget process. In recapping revenue and expenditures, Thuy discussed debt service and bond payments with half of the interest due June 1st and the remainder paid the end of November including annual principal.

Approval of May financials: Motion by Dean Griffin to approve the May financial statement. Second by Rosella Louis. Vote: Unanimous in favor.

CEO REPORT

CEO – Nick LeMasters

Nick advised the board of the open board position that will become available in August upon Jennifer Anderson's retirement. In discussing the upcoming CherryArts festival, Nick shared positive feedback regarding the unfettered access to 3rd Avenue, allowing for

greater accessibility to merchants remaining open during the July 1-3 period. Parking, signage, and ticketing through license plate recognition were also discussed.

Marketing – Lisa Voss

Lisa shared the new rebranding program and introduced 62Above to discuss brand and creative strategies. Research, discovery, and key insights were presented as part of the brand architecture journey in guiding CCN communications toward a greater strategic marketplace positioning. With a “*Life is Sweet!*” campaign, Cherry Creek North will be marketed as a place for emotional, physical, financial, and intellectual wellness as a signature part of the overall communications blueprint. A media plan was presented by Explore Communications to include local and mass media strategies at the airport and during peak seasonal tourism times to complement other Visit Cherry Creek placements such as signage, banners, and online video.

Operations – Richard Barrett

Richard updated the board on the tremendous progress made related to district light replacement, tree and plant material enhancements, and public safety. Daily outreach is made to merchants and businesses for awareness of existing safety programs and services including the Business Watch program. New officer recruits at the District 3 academy were recently taken through the district for an understanding of the neighborhood while getting an opportunity to connect with the BID and services offered. Officer bike patrol will continue with occasional horseback patrol from the Denver police.

NEW BUSINESS

No new business was reported at this time.

ADJOURN

Adjourn: The meeting was adjourned at 9:27 a.m.

UPCOMING BOARD MEETING DATES

- July 26, 2023 – 8:00 am
- August 23, 2023 – 8:00 am
- September 27, 2023 – 8:00 am

UPCOMING EVENTS:

- Smash Fine Arts Festival – August 12-13, 2023