
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

On behalf of Board Chair Andy Boian, Immediate Past Chair Lisa McInroy, called the board meeting to order at 8:02 am. A quorum was confirmed.

Members present: Johnny DeBrito, Sean Huggard, Tony Jordan, Rosella Louis, Lisa McInroy, Michael Moore

Members absent: Andy Boian, Terri Garbarini, Matt Joblon, Carrie Newman

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen (CLA) – Thuy Dam, Principal, State & Local Government
Robinson Corporation – Murphy Robinson, President & CEO, Seca Secure

Public Comment: No members of the public were present.

MONTHLY BUSINESS

Upon opening the meeting, Chair representative, Lisa McInroy, requested board approval of the May minutes.

Approval of Meeting Minutes: Motion by Michael Moore to approve the meeting minutes of May 22, 2024. Second by Johnny DeBrito. Vote: Unanimous in favor.

PRESENTATION

Murphy Robinson, President of Seca Secure discussed the recently completed security audit. Robinson presented a power point presentation highlighting the security strategic planning completed for the district. Robinson further discussed the elements of public safety and policy implementation that the district will be focusing on. Robinson will be providing continued support implementing the strategic security program plan for Cherry Creek North. This will include recommendations, strategy deliverables, deployment measures and shared tactics.

COMMITTEE REPORTS

Finance Committee

Thuy Dam cited property tax collections through May at 65% compared to 73% this time last year. Being a non-assessment year, Thuy is waiting on protests that may come through and anticipates final assessed valuations available by August in anticipation of commencing the budgeting process. The 2025 draft budget will be presented to the board at the August meeting with a final draft due to the city and county of Denver by September 30th.

Approval of May Financials: Motion by Rosella Louis to approve the May financial statement. Second by Tony Jordan. Vote: Unanimous in favor

CEO REPORT – Nick LeMasters

Nick updated the board on progress made with the digital kiosk program which will require workarounds regarding advertising in the public right of way (ROW). One of the solutions will be to amend the Master Encumbrance Permit (MEP) to advance the project. With Cherry Creek North as the 2nd most important economic center of metro Denver, the hope is that the city council will vote in favor of an amended MEP.

The board was updated on the applicant submissions and interview scheduling that will commence in July for the three available positions on the Cherry Creek North board.

Operations – Richard Barrett

Richard reported public safety incidents were down by 2.4% since the last reporting to the board. A full security plan is in place in anticipation of any protest or other activity centered around the upcoming Cherry Creek Arts festival over the July 4th holiday weekend.

Richard presented the LED lighting contract for Fillmore Plaza that would include replacement of all lighting fixtures that have been in place the past twelve years to include lantern covers, fixtures, and wiring that will also result in a new color display to customize individual events on the plaza as well as the holiday season.

Approval of LED Lighting Contract: Motion by Tony Jordan to approve the lighting renovation contract. Second by Michael Moore. Vote: Unanimous in favor.

Marketing – Lisa Voss

With a new concert series that started earlier in the month, Lisa updated the board on the promotional "In Bloom" brochures distributed along with a variety of musical artists performing on Saturdays with the last performance to be held on Saturday, June 29. Given the positive foot traffic results from the first two musical events, Lisa will take the demographic data to develop targeted programs toward local, regional and out-of-state tourism outreach. Discussion ensued around hotel tourism in the district and software implementation on the Cherry Creek North website for ease of hotel bookings. A recent survey of 600 individuals (300 local and 300 in tourism cities) was also launched to determine their perception of advertising that should propel marketing creative efforts and how we purchase advertising. Lisa anticipates the results available in August to present to the board.

Lisa updated the board on the variety of events taking place in the district to include the arts festival, Bastille Day French market, annual sidewalk sales, the multi-year engagement with 5280's *Top of the Town* food and wine event, pop-up activations along with recent discussions to conduct an elevated Oktoberfest on Fillmore Plaza.

NEW BUSINESS

There was no new business to discuss.

ADJOURN

Adjourn: With no further discussion, questions or comments, the meeting was adjourned at 9:22am.

UPCOMING BOARD MEETING DATES

- July 24, 2024 – 8:00 am
- August 28, 2024 – 8:00 am
- September 25, 2024 – 8:00 am

UPCOMING EVENTS:

- Cherry Creek Arts Festival – July 5-7, 2024
- Bastille Day French Market – July 12-14, 2024
- Cherry Creek North Sidewalk Sale – July 18-21, 2024
- 5280 *Top of the Town* – July 18, 2024
- Smash Fine Arts Festival – August 10-11, 2024