
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Bob Mattucci, Board Chair, called the meeting to order at 8:12 a.m. A quorum was confirmed.

Members present: Lynda Campbell, Karrie Fletcher, Terri Garbarini, Dean Griffin, Matt Joblon, Rosella Louis, Bob Mattucci, Calley McCue, Lisa McInroy, Michael Moore, Brett Pearson, Lisa Tyler

Members absent: Marshall Miranda

Staff present: Nick LeMasters, Jenny Starkey, Jeanne Gabres

Representatives, Guests and/or Owners present:

Clifton Larson Allen – Thuy Dam, Accountant
Spencer Fane – Tom George, Attorney

Public comment: There were no public attendees

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Lisa McInroy to approve the meeting minutes of February 26, 2020. Second by Lisa Tyler. Vote: Unanimous in favor (12-0). Motion carries.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Both Lynda and Thuy Dam of CLA discussed the budget process while highlighting levy changes during years 2016-2018. No changes were made in 2019. Cash flow and a slowing down of property taxes was also discussed while expenditures from a BID department were reallocated to other areas within the BID to maximize resources.

The 2019 financial audit conducted by an outside consultant was clean and consistent from the past and, despite a more formalized policy centering around credit card usage for expenditures, nothing on the audit raised concerns.

- **Approval of Financial Statement:** Motion by Karrie Fletcher to approve the February financial statement. Second by Dean Griffin. Vote: Unanimous in favor (12-0). Motion carries.

- **Approval of 2019 Financial Audit:** Motion by Lisa McInroy to approve the 2019 financial audit. Second by Lisa Tyler. Vote: Unanimous in favor (12-0). Motion carries.
- **Marketing Advisory Committee – Dean Griffin, Chair**
Dean indicated that Committee meetings would now meet quarterly rather than monthly, with an extended meeting time to 1 hour and 30 minutes. The next meeting is set for Tuesday, April 21. All committee members were in alignment around ideas to activate the streets; particularly during the holidays with the goal of increasing traffic and sales in Cherry Creek North.

Jenny recapped Marketing, Communications and Event goals to the board that included identifying and hiring a capable PR firm, message development to better identify with retail, parking and the holidays, art installation, lighting, social media platform expansion, District comeback messaging, a Slack channel and media coverage, Food & Wine enhancement and expansion, District event guidelines, tourism efforts and an expansion of Small Business Saturday from one day to multiple days blanketed around the Thanksgiving holiday.

Jenny also discussed an initial COVID-19 crisis and recovery response including communications to the general public via e-blast campaigns, media relations and CCN BID business communication efforts including the creation of a Slack channel allowing for real-time information sharing, with connection to city and state leaders/resources.

Community-wide virtual marketing meetings are planned to implement ideas immediately and Jenny will invite the board to these meetings. District banners were discussed and will be refreshed once the printed directory and updated kiosks are redesigned. Jenny will send a website link to the board for updated business closures and virtual appointments showing continued changes.

- **Parking and Mobility Committee – Nick LeMasters, Chair**
Nick shared updates from conference calls with SP+, who manages parking at the Clayton Lane garage, as well as Smarking, who aggregates data on parking usage in the District, and could be a valuable model going forward. SP+ works with parking management companies and garage owners and will be seeking their data cooperation regarding parking usage.

Discussion ensued around Clayton Lane parking space usage and a potential city-wide meter rate adjustment. The updated parking guide map was mentioned that will be blended for the retailer and customers in navigating parking.

- **Safety Working Group** – Nick LeMasters, Chair
Although the Committee had not met in the prior month, it will meet quarterly going forward with the next meeting slated for Thursday, April 2. An update was provided on formalizing an agreement with a security team over the course of the next month to patrol streets and alleys to alleviate any safety concerns stemming from the national pandemic and subsequent business closures.

CEO REPORT

To ensure contract protocol, a Service Agreement (SA) template has been implemented for all contracts going forward that will include scope of work proposals, pricing and exhibits. The new SA will include specific terms and elements to ensure better protection for the BID when conducting business with vendors.

Tom George of Spencer Fane was instrumental in providing the template which will also afford the Board an opportunity to review and approve ongoing and potential new contracts moving forward. Contract proposals under \$1,000 in cost will be at BID discretion and for board ratification. A listing of current and pending SA's was provided to the board for their review and consensus.

Nick walked through some of the new work contracted for the BID such as District cleaning, landscape, irrigation, and sensory foot traffic capture. Previously contracted Motionloft was replaced with Placer.ai for the same type of pedestrian count data at a reduced rate. A further run-down of vendors included categories in wood and metal refinishing, paver repair and sweeping, electrical, signage repair, protective services along with conversations taking place with advertising and public relations firms.

- **Approval of Signed and Pending Contracts:** Motion by Terri Garbarini to approve both signed and pending contracts. Second by Lisa McInroy. Vote: Unanimous in favor (12-0). Motion carries.

Discussion ensued around the incumbent marketing firm, Karsh Hagan. Jenny indicated she would be looking at a comprehensive 3-5 year approach for the District with a focus on advertising and marketing strategies for the remainder of the year. Conversations are continuing with Blake Communications for public relations efforts that expand the message of CCN.

Nick updated the board on the new Director of Operations position; a blend of two previous roles into one for a more hybrid and composite position based on current

BID and District needs. Given interest and resume submissions, Nick is hoping to have a decision in place before the end of April.

A recap and overview of board goals established for 2020 was revisited; an ambitious list that will require continued observation and feedback for the remainder of the year. Consideration of retailers rather than the District itself will be a messaging and advertising focus moving forward, with a multitude of story-telling categories that speak to consumer emotion to keep CCN relevant as a vital shopping destination.

Discussion ensued around the Senate relief bill and grant initiatives in support of small businesses. The BID will convey any important information to merchants and CCN distribution lists that become available through a variety of messaging channels; Slack being one of them. Rosella Louis reiterated government relations involvement and coordination with the City, policy issues and affiliation with key staff and officials.

Alignment with the business alliance and chamber will offer a solid foundation to speak with one voice and stay abreast on matters of impact. Cultural organizations will also be considered for alignment and collaboration to drive traffic to the District.

Nick spoke of external community relations through a comprehensive and strategic giving program that speaks to current causes that will enhance the District. Visibility is relevant, so involvement in the community and engagement with non-profits is an essential and strategic initiative. Discussion ensued around a variety of ways to incorporate this concept to include merchant engagement.

A five-year Physical Environment forecast is in creation to better prepare for capital budgets going forward that will include a landscape transition, enhanced exterior lighting, district cleaning, private security, parking, a 3-year interactive art plan and District WIFI to be implemented next year. Conversation ensued around the art and garden spaces and potentially activating the alleys dependent on any rules from the Design Advisory Board; guidelines of which will be sent to the Board for their review.

A weekly touch-base call with the board will be scheduled to discuss executive orders, CCN impact, small business assistance and applicable updates. The teleconference meetings will be posted to the website for public access due to open meetings law.

ADJOURN

Adjourn: The meeting was adjourned at 9:38 a.m.



UPCOMING BOARD MEETING DATES:

- April 22, 2020 – Via Conference Call
- May 27, 2020 – 2401 E. 2nd Avenue
- June 24, 2020 – 2401 E. 2nd Avenue

UPCOMING EVENT DATES:

- Sidewalk Sale – July 16 – July 19, 2020
- Food & Wine – August 16, 2020