
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Bob Mattucci, Board Chair, called the meeting to order at 8:02 a.m. A quorum was confirmed.

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

Members absent: Matt Joblon

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 March 25, 2020. Second by Lisa Tyler. Vote: Unanimous in favor (11-0). Motion carries.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Lynda reported no new audit developments since the last committee meeting, which will commence again on May 19, 2020. Jason shared that field work had been completed, the audit filed and that the City and County of Denver has allowed for a delay in property taxes without imposing a penalty due to the COVID-19 crisis. Debt service interest, cash flow, investment pools, budget realignment and category reallocation combined with a strong positioning resulting from board foresight were also discussed.
- **Approval of Financial Statement:** Motion by Rosella Louis to approve the March financial statement. Second by Terri Garbarini. Vote: Unanimous in favor (11-0). Motion carries.

➤ **Marketing Advisory Committee** – Dean Griffin, Chair

Jenny provided a recap of the two charettes hosted by the BID during the 2nd and 3rd weeks of April that included business and merchant participation around current communications and COVID response. Safety messaging was a discussion point regarding anticipated retailer re-opening measures. Marketing campaigns will continue to tell stories of retailers and focus on supporting local. Public relations efforts will continue around supporting local as well, along with ad and marketing plans.

The Marketing team is looking to create a Thursday night marketing series, potentially starting this summer in response to COVID. Discussion ensued around parking options to compliment retailers and invite them to extend business hours to 8 pm.

As an added effort for restaurant exposure offerings, approximately 100 signs will be posted along 1st Avenue, University & Josephine Streets to promote takeout and delivery services. Welcome back messaging opportunities in vacant window spaces and District kiosks will provide additional opportunities to speak to people through high traffic areas along with banner placement in prominent areas.

➤ **Parking and Mobility Committee** – Nick LeMasters, Chair

With parking activity and revenue reduced, Nick shared that the Marketing team will lead the messaging while transitioning from the pandemic. The BID is also fully engaged with SP+ parking management who have given guidance on parking strategy going forward. A continued focus will remain on parking perception and working with garage owners for creative traffic and parking re-entry into the District.

➤ **Safety Working Group** – Nick LeMasters, Chair

Nick provided the board a detailed update on reporting received from the private evening security team that was set into place the end of March as a result of the national pandemic and subsequent business closures. The purpose of the night-time team is to provide overnight security for buildings and/or its occupants and mitigate potential activity within the District. Board feedback was requested around the continuation of the service, receiving a general consensus until further assessment is made for near and/or long term.

CEO REPORT

Nick reported of a letter received by many property owners from Dikeou Investments that was highly critical of the BID and its purpose. A rebuttal letter seeking to put to rest criticisms while refuting Dikeou's statements was mailed to property owners the week of April 20th.

The board was brought up to date on the Director of Operations position that has been narrowed down to two finalists. Despite the disruption of the pandemic, Nick reported that a decision will be made once the BID team can all get together for seamless on-boarding purposes.

Vendor contracts were discussed requiring board approval for a pergola, public relations, marketing and tourism, economic research, and graphic design around a sponsorship package.

- **Approval of Signed and Pending Contracts:** Motion by Lisa McInroy to approve both signed and pending contracts. Second by Lisa Tyler.
Vote: Unanimous in favor (11-0). Motion carries.

Welcoming back District merchants through a safe re-entry was discussed with good judgment necessary while awaiting mayoral guidelines that allow for social distancing and other safety measures. Driving sales and traffic to the District will be encouraged and whatever may be reasonable to support that endeavor. A number of different channels was discussed for messaging engagement with a conservative safety approach at the appropriate time.

One of the beneficial stories for retailers was the creation of a hand sanitizer by Michael Moore's company, Moore for Life. The BID will incorporate this product into a "Back to Business bag" for merchant reoccupancy in anticipation of people arriving back into the District at some point in May. Additionally, larger hand sanitizer dispensers will become part of the permanent kiosk directory fixtures and installed once inventory arrives.

Further conversation ensued around the newly hired landscape contractor that has been recognized for their impressive floral displays so that visitors will come to enjoy vibrancy, color and cleanliness throughout the District. All plant life areas will be assessed in May with transitional landscaping occurring throughout the summer.

Signature event reduction for the summer was discussed along with budget and sponsorship reallocations more toward the holidays.

ADJOURN

Adjourn: The meeting was adjourned at 9:12 a.m.

UPCOMING BOARD MEETING DATES:

- May 27, 2020 – Via conference call dial-in
- June 24, 2020 – 2401 E. 2nd Avenue
- July 22, 2020 – 2401 E. 2nd Avenue

UPCOMING EVENT DATES:

- Sidewalk Sale TBD, Summer 2020