
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Bob Mattucci, Board Chair, called the meeting to order at 8:04 a.m. A quorum was confirmed.

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

Members absent: Lisa McInroy

Staff present: Nick LeMasters, Jenny Starkey, Jeanne Gabres

Representatives, Guests and/or Owners present:

Clifton Larson Allen – Jason Carroll, Accountant

Spencer Fane – Tom George, Attorney

New Director of Operations – Richard Barrett

Public comment: There were no public attendees

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Lynda Campbell to approve the meeting minutes of May 27, 2020. Second by Dean Griffin. Vote: Unanimous in favor (10-0). Motion carries.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Lynda indicated that financials are aligned, with plans to utilize both the Physical Environment and Marketing budgets. Although there is not a lot that is unusable, attention was brought forth around the special projects line item for back to business bags felt to be disproportionate to the budget.

There were no vendor contracts at this time requiring approval.

- **Approval of Financial Statement:** Motion by Karrie Fletcher to approve the May financial statement. Second by Callie McCue. Vote: Unanimous in favor (10-0). Motion carries.

Marketing Update – Jenny Starkey

An update was provided from the May board meeting on the partnership formed by the CCN BID, Cherry Creek Shopping Center, Cherry Creek Area Business Alliance and the Cherry Creek Chamber in support of Matt Joblon's offer to raise \$300,000 for the Angel Relief Fund through the Colorado Restaurant Association. Customers dining in a qualified Cherry Creek North restaurant will receive a \$25.00 gift card for a return visit. Aggressive marketing will precede the upcoming launch.

New banners and kiosks were installed last week promoting the newest "You-Niquely Cherry Creek" marketing campaign with a featured banner hung from the Fillmore orb; a novel approach to welcome businesses and visitors.

In July, a more robust media ad campaign will launch to reach consumers through a variety of channels. Large scale window cling "billboards" are to be placed in vacant window spaces.

The marketing team is reaching out to restaurants regarding "Thursdays Together" for their interest in \$5-10 small bites, music on the patio and/or other type musicians, along with some restaurants taking advantage of store frontage by expanding their footprint through sidewalk tables for comfortable outside areas in which patrons can dine. At this time, restaurants resoundingly preferred streets remain open; choosing an expanded patio presence via sidewalk seating to complement dining limitations inside. Callie McCue provided an update on the Cherry Cricket's parking lot paint project by a high school art class in order to expand the restaurant's dining turf.

Additional conversation ensued around the pros/cons of street dining in a mixed-use district. The topic of merchant alleyway usage combined with muralist ideas was also discussed, considering the recent artwork painted on one of the buildings in the District paying tribute to essential workers.

CEO REPORT

Richard Barrett was introduced as the new Director of Operations commencing June 29, 2020. Nick provided background and context of his long-standing working relationship with Richard and expanded on the integral knowledge and expertise Richard will bring to the role in such areas as construction, landscaping, paid parking and security; all of which will benefit the District in measurable ways.

District landscape areas of concern were presented with ideas and solutions around plant varieties more tolerable to a Colorado climate, with complimentary tree

canopy areas of suggestion and other design changes within the realm of capabilities and approved budgetary scope. Lisa Tyler suggested xeriscaping through the use of native, drought-resistant plants utilizing limited water beyond what the natural climate provides. Property owners will be engaged and asked to manage private property and right of way conditions to help alleviate some of the issues and concerns through individual and remedial action.

The district's new landscape contractor, Environmental Designs, Inc., has made recommendations to Fillmore Place for a more robust plant pallet along with larger wood planters to supplement existing plant foundations. The added lure of a fountain at the cross-section of 1st & Fillmore was discussed with thought given to an attractive sculpture for appeal to both vehicular and pedestrian traffic. Lisa Tyler reminded the board that we are a garden district and a work of art may be more representative of that identity. Up-lit lighting continued the conversation for further safety and landscape interest combined with overall long-term benefits. Lisa also talked about forming a partnership with the Denver Botanic Gardens.

Nick relayed the City's June 1 reinstatement of paid metered parking which then transitioned into conversation around the sale of the Clayton Lane garage.

ADJOURN

Adjourn: The meeting was adjourned at 8:59 a.m.

UPCOMING BOARD MEETING DATES:

- July 22, 2020 – 2401 E. 2nd Avenue
- August 26, 2020 – 2401 E. 2nd Avenue
- September 23, 2020 – 2401 E. 2nd Avenue

UPCOMING EVENT DATES:

- Sidewalk Sale: August 6-9, 2020