
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

On behalf of Board Chair Bob Mattucci, Karrie Fletcher called the meeting to order at 8:08 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, Lisa Tyler

Members absent: Matt Joblon

Staff present: Nick LeMasters, Richard Barrett, Jenny Starkey, Jeanne Gabres, Patrick Allison, Megan Copenhaver, Kate Lynch

Representatives, Guests and/or Owners present:

Clifton Larson Allen – Jason Carroll, Accountant

Spencer Fane – Tom George, Attorney

Spencer Fane – Nicole Detweiler, Associate of Counsel

- o Nicole will be serving the District supporting Tom and Cherry Creek North

Public comment: There were no public attendees

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Michael Moore to approve the meeting minutes of June 24, 2020. Second by Lisa McInroy. Vote: Unanimous in favor (10-0). Motion carries.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee** – Lynda Campbell, Chair

With finances in great shape, Lynda touched on the great strides from last month and as a general rule, behind spend. Lynda did bring up a parking expense line item that was over in expenses. Nick explained it was a result of catch-up due to prior unsubmitted invoices from the vendor.

Richard Barrett is working on physical environment expenses with the plan to move forward in a thoughtful and sustainable way. With the current underspend, Richard is delving into the budget and looking at projects that will reflect Q3 and Q4 budget line items. Landscape will be a larger spend with seasonal tree and plant replacement. Patrick Allison on the PE team is currently working with an arborist for best selections for pest control so as to

protect the investment. Also on the radar is snow removal and pole/sign repairs. The Fillmore refresh will also include significant spend.

Investments will be made toward holiday lighting this year and will pay off for future years. A budget share between the PE and Marketing departments will provide signature trees with a music-timed LED-program; providing visitors a journey through Cherry Creek North while guiding foot traffic throughout the district.

The contract for weekend music through Labor Day weekend was approved by Lisa McInroy. Second by Michael Moore. Vote: Unanimous in favor (10-0). Motion carries.

- **Approval of Financial Statement:** Motion by Michael Moore to approve the June financial statement. Second by Lisa Tyler. Vote: Unanimous in favor (10-0). Motion carries.

Marketing Update – Jenny Starkey

In her marketing overview, Jenny talked about the two-phase plan for the You-Niquely Cherry Creek campaign covering the creative design around the porch portraits, banners, kiosks, large format billboards, and rework of the fall directory to be re-named as the Visitor's Guide. The porch portrait photo shoot concentrated on twelve diverse Cherry Creek North businesses featured in the July issue of 5280 Magazine. Expanding on the magazine exposure, each business will also be featured in window installations with a unique fact and intro about each of the retailers.

The newly revamped Visitor's Guide will allow visitors to navigate CCN more efficiently. With 22 kiosks on district street corners, one side will feature creative imagery and art while the flip side will showcase a map of the District. Also included in the guide will be a garage parking reference, locations such as the Denver airport, Botanic Gardens, Downtown Denver, Red Rocks, the Denver Zoo, Denver Museum of Nature & Science along with Cherry Creek bike paths and the shopping center.

The second phase of the creative campaign will translate into an advertising promotion through a variety of mediums for both summer and the holidays. A separate phase will look solely at the holiday itself with updates to follow. Nick indicated that should the COVID situation be a disrupter, conversations have occurred with Karsh Hagan to allow for an immediate pivot of creative advertising with no loss of spend to reposition ad focus; perhaps to the holiday.

The idea of a QR code (Quick Response code) integrated into the kiosks was discussed as a transitory media option from mobile phones to the cherrycreeknorth.com website. Discussion ensued on possible shifts in retailer movement due to COVID and how quickly maps and lists become outdated through print matter. Approximately 30,000 printed copies of the directory will distribute to the metro area mid- to end of August along with 10,000 parking guides in response to board, committee and District merchant requests.

The Live & Local music initiative, every Saturday through Labor Day, allows merchants to book musicians so as to help attract customers back into the District. Activation feedback from retailer, Carol Ferguson of Element 79 Contemporary Jewelry (formerly Signet), conveyed summer patio musicians were well received. Discussion ensued around potential public relations efforts once 8 or more musicians are booked for District venues with staggered hours so as not to conflict a variety of music genres and performers.

Jenny updated the board on the *Thursdays Together* concept; an idea the restaurants loved but made clear the difficulties of staffing amongst other guideline mandates from the City. The thought is to let the restaurants get through this current phase before asking them to participate and utilize more resources than they currently have. With restrictions, the City has expanded outdoor dining through October.

The *Dine Out to Help Out* program addressed at the previous board meeting, will launch the end of the month. Twenty-two CCN restaurants have signed up to participate with more to follow given the extended deadline. Approximately \$160k in funds have been committed to date from private donations with Matt Joblon instrumental to this process.

CEO REPORT

Nick provided a mid-year update of CCN goals and project undertakings. Reminding the Board of the agreed upon goals back in February, Nick laid out a format of activity for those areas of accomplishment, projects in progress and those deemed to be areas of high risk; each color coded in green, yellow and red. Referring to the Roadmap Overview, the featured areas of discussion were the Physical Environment, Marketing, Community Engagement, external Partnerships and Government Relations.

GREEN:

At a high level were the areas of private security, a strong start to new landscaping, expansion of floral presentations throughout the district and the hiring of Richard Barrett as the Director of Operations.

Related to Marketing, Nick outlined the extraordinary work that had been accomplished in Q2 with media coverage, small retail focus, and to Jenny's credit, standards and guidelines for Fillmore events. The entire office has taken on community engagement with a lot more vigor, which will never stop, and Nick will talk more about this in executive session partnerships with the alliance and chamber.

Nick outlined the strong government relations and successes with the City to include the Mayor, his cabinet, public works, design, excise & license - all areas of ongoing process.

Other areas of accomplishment:

- Vulnerabilities around IT protocols – Jeanne has been working closely with the vendor to secure the IT area
- Staffing levels – feel we are right-sized with the right people in the right chairs
- Gift card program unwound – labor intensive and difficult to find a significant ROI with most others primarily selling gift cards
- Eliminated a number of unnecessary expenses such as subscriptions, postage meter obsolete. Nick gives the team a lot of credit the last 7 months given their resiliency through a number of changes and ongoing commitment

YELLOW:

A five-year hardship forecast was laid out for LED lights, holiday lighting, a new plant pallet at Fillmore, 50-tree replacements along with marketing messaging for the holidays, social media platforms, the new slack channel, and a Facebook channel.

Visitor traffic will be challenging with much more work in this area but working closely with Visit Denver to ensure we are seen and heard so as to position ourselves well as business and traffic returns. The plan is to continue and expand a year-round conversation of art and Cherry Creek North.

In support of *Dine Out to Help Out*, a \$5,000 contribution was made by the District, and a more strategic approach will be taken regarding community giving.

In the area of internal operations, there have been a number of changes in the office around purchasing protocols that were previously non-existent. Strategic contracts and service agreements continue to move forward.

More of an evolution with the chamber and business alliance will be happening as the expansion of government relations continues.

Small Business Saturday will be expanded into Small Business Weekend. If we invest dollars to focus on one day, we may as well do so for the weekend so as to increase holiday exposure for retailers. There are a few ideas in the making and we continue to look for interesting nuggets that are newsworthy and relevant to that holiday weekend.

Search Engine Optimization (SEO) is one area in the marketing program that has been lacking, however, we are working with a vendor to enhance this area to grow the quality and quantity of website traffic through increased visibility of our website.

RED:

The following areas are doubtful or will remain for 2021:

- District WIFI has been pushed to 2021- will require a deeper dive and budget commitment
- Parking Area Management Plan – a more comprehensive look will be taken, but meeting week after next to find out how things stand
- Sponsorship funding – budgets have been squeezed / moving to 2021 post-COVID
- Tourism summits / trade shows – all canceled at this time; hoping to attend in 2021
- Conversations regarding hosting a service appreciation event – do not want to be seen as an organization encouraging gatherings
- Internal control measures to be taken around records retention to further safeguard records, documents, policies and financial activities

Lisa Tyler reminded the Board of the bylaws requirement to address board membership vacancies, of which there are two, and establish board requirements on how to select an executive committee for next year.

Bob concurred and talked about the matriculation of officers through the Chair position, and the need to conduct board nominations as it's already July and COVID has been impactful to this process. Bob suggested working with Lisa once again on creating a nominating committee. Nick indicated a nominating committee should come to a conclusion who the next board chair might be and prepare for the opportunity to chair the board, having an executive committee with a very specific purpose in mind for the board to consider. This will be an agenda item.

Tom George of Spencer Fane discussed the notice of vacancies through the mail to solicit interested parties. Nick will coordinate with Bob, Lisa and Jeanne to support the notification process and stated we don't have a standing executive committee. It ultimately rests with the board to determine any conclusion of expanding the nominating committee. Discussion ensued on the purpose and function of an executive committee if the board feels that's the way to go.

The next steps are Nick's to review last year's process and get the open notices moving forward. Nick further stated that Bob and Lisa did a remarkable job related to protocol on how to select new board members, with the current board composition reflecting a well thought out process. Bob also reiterated Lisa Tyler's particular work last year in moving it all forward and agreed with Lisa's suggestion to codify the process into the bylaws. As a priority, Bob would like to add more board members to the process and get a nominating committee together by next month and ideally have nominees by year-end.

Nick wrapped the July board meeting with an important mention of thanking Jenny Starkey at her last board meeting in appreciation of the value she's brought to the table the past 5 year's and in helping Nick transition to his role last year. Bob reiterated his appreciation of Jenny's abilities and knowledge along with the opportunity to work with her. The board echoed their thanks and appreciation of all of Jenny's work on behalf of Cherry Creek North.

- Motion to move into Executive Session **pursuant to Section 24-6-402(4)(e), C.R.S., for confidential and proprietary issues and legal guidance**
 - *Motion for Acceptance Required*

- **Approval of Moving into Executive Session:** Motion by Lisa Tyler to approve the motion to move into Executive Session. Second by Rosella Louis. Vote: Unanimous in favor (10-0). Motion carries.

ADJOURN

Adjourn: The meeting was adjourned at 9:28 a.m.

UPCOMING BOARD MEETING DATES:

- August 26, 2020 – 2401 E. 2nd Avenue
- September 23, 2020 – 2401 E. 2nd Avenue
- October 28, 2020 – 2401 E. 2nd Avenue



UPCOMING EVENT DATES:

- Sidewalk Sale: August 6-9, 2020
- Live & Local Saturdays