
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Bob Mattucci, Board Chair, called the meeting to order at 8:06 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, Lisa Tyler

Members absent: No members were absent

Staff present: Nick LeMasters, Richard Barrett, Jeanne Gabres, Kate Lynch

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, 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 July 22, 2020. Second by Matt Joblon. Vote: Unanimous in favor (11-0). Motion carries.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Lynda summed up a few expenditures that appeared in the July financials to be over in budget but were actually related to prior catch-up invoices now reconciled. Nick cited projections are on budget and committed to spending to revenue with most expenses taking place in landscape, streetscape and holiday marketing recommendations.

Revenue was slightly negative with about 97.5% toward tax collection for the year which included a few appeals made to have taxes lowered. Bob brought up the question of on-hand reserves whereby Lynda indicated the projection was less than what may be received due to appeals.

Lynda turned to the 2021 budget in discussion of a September timetable for another Finance Committee assessment on the 10th and then over to the board for their review and approval. Assuming the board's approval at their

monthly meeting on the 23rd, the operating plan will be presented to the City the end of September. A large thank you to the accounting team for their extraordinary help given the number of new staff touching the budget for the first time.

Contracts in need of approval were discussed.

Confirmed:

- *Holiday Gift Guide* full-page supplement ad purchase with Colorado Expression magazine for the Oct/Nov issue with a net cost of \$1,730
 - Design Workshop, Inc. for \$10,000 will provide needed repair-analysis research to determine much larger project costs for intersection planter walls
 - 2 Keys Asset Management for holiday \$41 light display and décor. A two-year contract with light and equipment investment @ \$542,545
- **Approval of Financial Statement:** Motion by Rosella Louis to approve the July financial statement. Second by Karrie Fletcher. Vote: Unanimous in favor (11-0). Motion carries.
- **Approval of Confirmed Contracts:** Motion by Terri Garbarini to approve the confirmed contracts. Second by Matt Joblon. Vote: Unanimous in favor (11-0). Motion carries.

MARKETING OVERVIEW – Nick LeMasters

LIVE & LOCAL

A well received Saturday music series that will extend 11 am – 6pm through October and consistent with the current patio experience permitted by the City. This budget area was a bit under but will cap as a result of the extension. With participating retailers' help, the BID has provided over 115 hours of music in the District over the course of the past six weeks.

With costs at \$150 per musician paid directly to the performer for 2.5 hours of music, Cherry Creek North has covered all booking fees, however musician rates must be covered by the retailer. A point was made by Lisa Tyler for the BID to purchase musicians for a more robust event series and musician spread amongst the District neighborhood. Nick indicated that although coming to us late and limited by budget, the BID could underwrite musicians as a platform.

Additionally, Lisa asked about pedestrian counts to see how the use of musicians have increased pedestrian traffic. Nick outlined the new Placer AI company is using mobile phones for the traffic count activity.

Conversation continued with Michael suggesting adding more flavor to the musician roster with non-profits, high schools or perhaps build this into the community by having them funded through their own organizations rather than paying the booking agent at 100%. Rosella reiterated that the program was a wonderful match for the district and clear from listening that people would like to develop it further. Nick concurred it's something that is on-brand and no reason we can't make it better in the future.

Lisa Tyler suggested mentioning the Saturday Live & Local music events to the media. Crediting Carol Ferguson for the initial idea of patio musicians, Nick said budget items had to shift to accommodate this first-time series occurrence.

Bob wrapped the conversation that as a grass roots effort, it has brought some interest and people into the neighborhood and could develop into a program for next year due to the potential. He suggested moving forward in next year's planning to make Cherry Creek North more desirable through a robust program of music on weekends that includes Fridays as employees are out in the District which further contributes to restaurant and store traffic.

SMASH ARTS FESTIVAL

Nick addressed the festival taking place this weekend, August 29 & 30 on Fillmore Plaza from 10 am – 5 pm that is not a project of the BID and second year running from an outside source.

Richard outlined the multiple meetings with the City and expectations specific to the festival plan, layout, and social distancing requirements. The festival owner was asked to comply with a redesign of the festival layout to conform with public events, bring in additional help, have exit polls to track people in and out and not be over-capacity. The City will be on-site to ensure the vendor is executing the plans as outlined.

Conversation continued around public right of way and potential business impact. Lisa Tyler raised concerns over the fact the District isn't conducting events but yet there's an event with very little control over it. Richard assured the board multiple people will be on-site over the weekend, including extra security for safety purposes.

Richard referred to the Event Standards and Guidelines document for events on Fillmore; an application is submitted to the BID, next step would be to approach the City for permit and approval, and then charge rent for the time and space. Bob suggested event rules similar to construction regulations for the City to adopt and then us weigh in on it as to expectations and controls.

Terri broached the subject of only Fillmore as a public event space. Nick stated that Fillmore is viewed as the spine of the District, standard event space as well as a right of way. The intent is for interested parties to have a conversation with the BID first before approaching the City. Everything will be carefully evaluated. Once we get our standards approved, we can utilize any street at any time, and not just Fillmore Plaza.

HOLIDAY MARKETPLACE

Nick opened this topic by stating that the District has never really owned something for the holiday season. He referred to downtown Denver having its parade and lighting programs, with the Cherry Creek Shopping Center hosting Santa Claus, but nothing large and meaningful for the District to stake itself on to drive holiday traffic while creating memories for families, visitors and shoppers.

Nick has engaged in conversations to explore the idea of bringing an extremely well-done holiday marketplace to Fillmore Plaza for the season. Not something that would be competitive from a merchandising standpoint, but items that would add to the blend of the current shopping experience. Nick also spoke about bringing CCN retailers into the mix should they wish to get involved. The look and feel would be true to the CCN brand while attracting an elevated clientele. The marketplace would commence a bit closer to Thanksgiving and carry through Christmas. Michael also suggested trunk shows be held on certain nights once a month or perhaps even per week.

Conversation ensued about talking to property owners with Fillmore vacancy that might be interested in allowing available space for a lounge that serves cocktails to add to the holiday experience. In lieu of the Common Consumption law having not passed, a lounge area for the season would contribute to the holiday atmosphere. Nick will talk to Excise & License regarding the status of Common Consumption.

HOLIDAY LIGHTING

Richard presented a light journey through the District with a map layout of "monument" trees numbered 1-8 as areas of interactive and programmable light to get foot traffic through the 16-block District. The triangle park area in the University/Josephine corridor at 1st would also have featured lighting with the orb at Fillmore Plaza as a central and welcome segue into the District. A short video was shown with an example of cascading tree lights. With over 400 trees in the District, existing light inventory will be utilized by wrapping down to the base of the trunks. Remaining lights will fill the tree canopies. Working around fall leaves and vendor shipment the lighting will go up prior to Thanksgiving and remain post-Christmas outside of monument trees throughout the winter season.

Karrie asked Richard about sound and speakers with Richard responding of our available power, however, speakers are not part of the contract. Nick added we are looking to find the best way to add year-round music, perhaps tied to WIFI.

Nick walked Karsh Hagan through the plan the previous day. Karsh will create a tagline and branding around the entire initiative then report back to Nick in a few weeks with recommendations. Aggressive messaging will take place taking advantage of CCN as this great outdoor space. With beautiful days in the midst of wintertime, we will be taking advantage particularly from a COVID perspective.

Discussion ensued around businesses that may want to re-evaluate strategies through an extension of business hours. A merchant survey was suggested by Rosella for shops willing to remain open until 7:00 pm. Terri offered two reasons to stay open – Thursday and Friday nights as it garners in the weekend traffic.

The conversation in attracting customers progressed to having retailers once again participate through decorated store front windows. Michael recommended talking to property owners to create a winter wonderland by outlining some of the buildings to compliment featured monument trees throughout the District. Michael and Terri both broached the idea of a temporary holiday pop-up store offering ornaments so as to fill space for the holiday.

Lisa McInroy talked about logistics difficulties for building lights but did agree on the lighting conception and mentioned the post-holiday hangover by keeping lights up through the annual January stock show to get more people into the neighborhood. Lynda concurred January is successful for her each year due to stock show activity. Nick said this was all a great call and uncertain if the stock show will take place but will reach out to Paul Andrews if there is an appropriate way for us to message there.

CEO REPORT

Nick provided an update on the search for the open Marketing & Communications Director position with approximately 70 interested parties and was thrilled with the quality of applicants he's seen. Nick has held some interviews and expects to have more with about 10-12 people. There's talent out in the marketplace and a great deal of interest in the position; most through word of mouth and several that he's known, or board members have known.

In relation to the two board vacancies, Nick told the board that the nominating letter, website posting, and reference in BID news would all distribute the next day, August 27th, to business and property owners. The process will need to wrap by end

of October with two people beginning terms in 2021. Nick will provide more information at the September board meeting as applications come through.

Lastly, Nick has finalized names of individuals at the Cherry Creek Chamber and Business Alliance and will be scheduling a meeting in the next few weeks on what that future partnership will look like.

Additional commentary was made on the Colorado Expression holiday buy ad that appeared to be more summer in nature vs holiday. Nick concurred but did qualify the purchase to get the brand out there through another channel as ad agency Karsh Hagan is too expensive. Lisa Tyler offered to take the ad to her own marketing person to edit for holiday purposes.

Bob ended the meeting by stating Nick and his team have taken a different approach to shine a light on CCN and moving the organization forward. It's why the board hired Nick to make big changes going forward – the board concurred.

ADJOURN

Adjourn: The meeting was adjourned at 9:34 a.m.

UPCOMING BOARD MEETING DATES:

- September 23, 2020 – 2401 E. 2nd Avenue
- October 28, 2020 – 2401 E. 2nd Avenue
- November 18, 2020 – 2401 E. 2nd Avenue

UPCOMING EVENT DATES:

- Live & Local Saturdays through October 31
- Small Business Weekend – Friday, Nov. 27 – Sunday, Nov. 29