
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Bob Mattucci, Board Chair, called the meeting to order at 8:05 a.m. A quorum was confirmed.

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

Members absent Karrie Fletcher

Staff present: Nick LeMasters, Richard Barrett, Jeanne St. Onge, Kate Lynch

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, Accountant

Public comment: There were no public attendees

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Lisa McInroy to approve the meeting minutes of August 26, 2020. Second by Lynda Campbell. Vote: Unanimous in favor (10-0). Motion carries.

COMMITTEES & TASK FORCE REPORTS

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

Lynda opened dialogue around the 2021 budget that will be presented to the City month-end pending board approval. The holiday lights investment and labor install costs were discussed along with lack of parking income due to a change in garage ownership that no longer required BID management.

Lisa M. asked Nick to speak about alliance timing and costs. Nick responded that although an alliance is not assumed, potential expenses related to legal and accounting are positioned in the event things move forward which will not change the BID budget.

Tax revenues and development projects were also discussed along with repositioning and reclassifying budgeting dollars out of advertising to retail support.

Other line items discussed relating to physical environment included planter renovations and repair, new plant material combined with landscape repair

and other consultant fee considerations to ensure the overall design reflected the district. Calley asked about interactive art or other elements to enhance the plant materials in order to drive traffic while being sensitive to spend. Nick indicated the importance of maintaining aesthetics throughout the district while visually increasing the visitor experience to ensure their return. Nick also cited the Prismatic light example as part of the overall holiday attraction.

Richard discussed a security vendor change with a greater presence through branded patrol cars. Ideas ensued around other visual methods over the next 12 months that would provide police presence through coffee funding, bike patrols and other potential measures to encapsulate the CCN district as a safety area. Matt will talk with hotels/restaurants and circle back with ideas.

Tying together an experiential and safety approach, Bob reiterated that people want to feel safe while enjoying the atmosphere. The budget and the BID's goals need to reflect those same elements.

- **Approval of 2021 Operating Plan and Budget:** Motion by Rosella Louis to approve the 2021 Operating Plan and Budget. Second by Lisa McInroy. Vote: Unanimous in favor (10-0). Motion carries.

Richard reintroduced the targeted November 1st security vendor change citing a \$220K savings over the existing vendor to also include branded vehicles and increased district coverage.

Multiple snow removal vendors were interviewed which determined the vendor from last year continued to have great pricing with a good understanding of district intricacies. Richard is reaching out to partners for short-term space rental in which to pile the snow.

Brandfolder, a digital content management and storage solution contract was approved.

- **Approval of Contracts:** Motion by Lisa McInroy to approve the confirmed contracts. Second by Lynda Campbell. Vote: Unanimous in favor (10-0). Motion carries.

MARKETING OVERVIEW – Kate Lynch & Nick LeMasters

PLACER a.i.

Nick discussed the vendor change for pedestrian traffic counters and then Kate presented an introductory walk-through of how foot traffic is captured within the CCN district. With data sourced from mobile devices, visitor count statistics were provided year-to-date and overlaid against the prior two years for comparison.

Traffic peaked with the August Sidewalk Sale and hit an all-time high when the You-uniquely Cherry Creek campaign launched.

A map of the United States showed key out-of-state markets attracting visitors to the CCN district. An uptick in evening traffic was also associated with restaurant re-openings and patio expansions. Kate indicated that the data can be broken down to smaller components such as zip code to better understand patterns of both workers and residents and where they spend their down-time.

The presentation wrapped with a customer journey of the last 3 months showing that tourists are coming to the CCN district and choosing to stay. In August alone, the CCN district experienced almost double the traffic than the CCN mall. The change in ped-count vendor supports that marketing and advertising are working with the data helping to land new efforts such as the 2020 CCN holiday market.

Nick reiterated the big takeaway was that the numbers were more favorable and clearly on the rebound. Discussion ensued around continued restaurant support and other visual pushes to encourage more dwell time in the district.

LIVE & LOCAL

With the summer success of the weekly Saturday music program, Nick indicated this initiative would continue through October, weather permitting, while looking at other potential ways to expand the program.

SMALL BUSINESS WEEKEND

The expansion of Small Business Saturday to a weekend program will seize on the 3 days of the Thanksgiving holiday weekend with a heavy marketing promotion to Shop Small.

HOLIDAY LIGHTING

An interactive holiday lighting program timed to music will compliment Prismatic lighting with a huge marketing push and strong message around a themed holiday.

PE PROJECT UPDATE

Richard updated the board on planter progress and tree (40) replacement. As soon as the leaves are gone, installation of holiday lights will begin. Permission was granted from the City for lights on the large tree located at 1st and University.

An emergency text alert program will get sent to all retailers and property managers for any notices such as protests, shut downs or any other emergency.

CEO REPORT

Nick updated the board on the final two candidates to be vetted after receiving over 70 applications for the Director of Marketing & Communications role.

With the board application process closed for the two vacant board positions, Nick and the Nominating Committee will meet with the applicants to determine the best candidates to fill the seats previously vacated by Brett and Marshall.

Nick is waiting to hear on the alliance commitment and cost-sharing proposal from two other organizations.

A call is scheduled with a potential holiday market vendor and if contracted, the vendor will work to have 30-40 merchants committed to joining him. Bob asked about having a holiday event on Fillmore and the feedback from the Smash Festival in August. Nick credited Richard for the managed expectations and overall success of the event with decent traffic. Discussion ensued on event standards and working with the City for district-wide event approval adoptions.

Another individual had reached out to Nick for an annual outdoor dinner on Fillmore; subject to the same vendor management expectations. Should Fillmore be regularly shut down for routine events, he will work with the City regarding the right controls for rules and regulations. With Fillmore fairly quiet most of the time, Bob felt there was a need on both sides to activate the district with Fillmore a good choice to include partners for event sponsorship opportunities. Nick agreed that it would be a good opportunity to work with one of our restaurants to get a dinner event catered for that area of the district.

The open consumption law is still on hold with the City; however, they are getting closer to the guidelines and Nick will inform the board as soon as it is rolled out.

Bob closed the meeting citing the board's interaction and engagement and overall commitment to the CCN district.

ADJOURN

Adjourn: The meeting was adjourned at 9:39 a.m.

UPCOMING BOARD MEETING DATES:

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



- December 17, 2020 – 2401 E. 2nd Avenue

UPCOMING EVENT DATES:

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