

CHERRY CREEK NORTH

CCN Board Agenda – May 27, 2020 | 8:00 am – 9:00 am
Location: Zoom Video Conference Link / Dial-In

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

BID Staff: Nick LeMasters, Jenny Starkey, Jeanne Gabres

Guests: Patty Silverstein: CCN 2019 Economic Data

8:00-8:05 am – Call to Order - Bob Mattucci

- **Approval of Minutes**
 - Board Minutes – April 22, 2020
 - *Motion for Acceptance Required*

8:05-8:15 am - Committees | Task Force Reports

- **Finance Committee** – Lynda Campbell, Chair
- **Approval of Financial Statement** – Thuy Dam, CLA
 - April Financial Statement
 - *Motion for Acceptance Required*
- **Approval of Pending Contracts**
 - Colorado Promotional Distributors
 - \$25,000 (not to exceed) for banner/sign poles, collateral distribution, kiosk artwork & install, and event-related support projects (\$15k/MCE & \$10k/PE)
 - Karsh Hagan
 - \$203,000 (not to exceed) for creation/implementation of You-niquely Cherry Creek COVID re-entry marketing & advertising campaign (May-Sept)
 - *Motion for Acceptance Required*

8:15-8:45 am – State of CCN Economic Indicators Presentation

- Development Research Partners, Patricia Silverstein, President

8:45-8:55 am – Marketing Update – Jenny Starkey

- **Where we've been:** Back in Business kits and Keep Cherry Creek Unique campaign overview and successes
- **Continued efforts:** Media relations and restaurant promotion partnership between CCABA, CCN BID, CC Chamber and Cherry Creek Shopping Center
- **Where we're going:** You-niquely Cherry Creek campaign overview and launch update

8:55-9:00 am - CEO Report – Nick LeMasters

- Operations Update

9:00 am – Adjourn

- **Move into Executive session pursuant to Section 24-6-402(4)(e), C.R.S., for discussion of proprietary issues**
 - *Motion for Acceptance Required*