
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Michael Moore, Board Chair, called the meeting to order at 8:03 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Andy Boian, Terri Garbarini, Dean Griffin, Sean Huggard, Rosella Louis, Natalie Mahler, Lisa McInroy, Michael Moore, Stephen Sturm

Members absent: Karrie Fletcher, Matt Joblon

Staff present: Nick LeMasters, Richard Barrett, Molly Keech, Jeanne St. Onge, Kat Libby, Patrick Allison

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Thuy Dam, Accountant

Public Comment: There were no public attendees.

MONTHLY BUSINESS

Michael opened the meeting, then requested board approval of the March minutes based on their review.

Approval of Meeting Minutes: Motion by Dean Griffin to approve the meeting minutes of March 23, 2022. Second by Andy Boian. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

Finance Committee

On behalf of Chair Karrie Fletcher, Thuy Dam discussed the budget reforecast that was completed using management's best estimate for the remaining months of the fiscal year. Property collection percentages are in the same vicinity as this time last year. Richard updated the committee to expect a significant increase in labor with the larger contracts.

Approval of March financials: Motion by Jennifer Anderson to approve the March financial statement. Second by Lisa McInroy. Vote: Unanimous in favor.

CEO REPORT

Nick provided sales tax revenue comparisons for the Cherry Creek North area over the past three years. Citing the extraordinary Q4 revenue in 2021 at almost \$19 million, the impressive numbers were indicative of the recovery and resurgence of Cherry Creek North, with a credit to the resilience of the retail community combined

with the overall safety and aesthetics of the neighborhood environment. First quarter revenue will not be available for at least another month. Despite visitation still in recovery from 2019, business is up with more qualified patrons to the district.

The search continues for a Marketing Director. A new Marketing Coordinator will be joining the CCN BID team in early July.

A board position has become available, and the Executive Committee will be meeting to fill the position. Nick also updated the board on a potential CCN story in the Denver Business Journal that will appear on how the district has thrived through the pandemic. The annual Cherry Creek Chamber luncheon on May 16th will mark the first official public announcement of the merger between the three organizations created under the new Cherry Creek Alliance.

Operations – Richard Barrett

Richard updated the board on safety matters including activity noticed in district public garages. Richard will be looking at additional lighting as well as increased security presence toward the continued safety of the district. As it relates to larceny and other type activity, Cherry Creek is doing well in comparison to the broader Denver area and district property owners continue to remain good safety partners.

Discussion ensued around Denver's administrative changes next year. The newly amended city council district boundaries for 2023 were also discussed that will see Cherry Creek transition from District 10 to District 5, represented by Councilmember Amanda Sawyer. The change will take effect in July of 2023.

Richard also discussed the completion of poured concrete pads for paid meter kiosks. Visitors to the district will have the ability to utilize smartphones through an app called PayByPhone for contactless payment, be alerted via text message when a session is about to expire and add funds to extend the duration of their parking within posted time limits. Updated parking signage and mobility meetings were also discussed.

Marketing – Molly Keech

With footfall traffic a continued and important metric to the Cherry Creek North district, Molly updated the board on the two million visits received year-to-date that included almost 672K unique visitors resulting in an 11% increase over 2021. In context, a unique visitor is a term used in marketing analytics referring to an individual who has visited at least once and is counted only once in the reporting time period.

Molly updated the board on the extended four-day Food & Wine event kicking off August 17th with an opening night cocktail party and set to wrap Saturday, August 20th with an al fresco dinner on Cherry Creek North's iconic Fillmore Plaza. Sold out last year, tickets will be available to the public mid-May for purchase.

Discussing the productive core business category meetings with merchants over the past two months, Molly summarized findings that will be used to improve events, promotions, tourism efforts and advertising placements going forward. A main goal is to continue the increase of brand awareness for CCN through multiple campaigns and billboard placements throughout the year. A new design agency has been enlisted for a more cohesive event campaign look. Working with Visit Denver, CCN hosted international media this past Monday in addition to hosting five freelance writers in March/April with another eight contacts on the horizon.

ADJOURN

Adjourn: Board Chair, Michael Moore, called for a motion from the board to move into executive session for the purpose and discussion of proprietary issues. This Executive Session is held in accordance pursuant to Section 24-6-402(4)(e), C.R.S. The board unanimously approved moving into executive session at which time the regularly scheduled board meeting with staff and guests was adjourned at 8:55 a.m.

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

UPCOMING BOARD MEETING DATES:

- May 28, 2022
- June 22, 2022
- July 27, 2022

UPCOMING ACTIVATION DATES:

- Smash Fine Arts Festival, June 4-5, 2022
- Cherry Creek Arts Festival, July 1-3, 2022
- Cherry Creek North Sidewalk Sale, July 14-17, 2022
- Pets on the Plaza, August 6-7, 2022
- Cherry Creek North Food & Wine, August 18-20, 2022
- Smash Fine Arts Festival, August 27-28, 2022
- Cherry Creek Fashion, September 15-17, 2022