
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Dean Griffin, Board Chair, called the meeting to order at 8:04 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Lynda Campbell, Karrie Fletcher, Terri Garbarini, Dean Griffin, Sean Huggard, Matt Joblon, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Rosella Louis, Calley McCue, Bob Mattucci

Staff present: Nick LeMasters, Richard Barrett, Jeannie Johnson, Jeanne St. Onge, Kate Lynch, Patrick Allison

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, Accountant
City & County of Denver, Excise & License – Ashley Kilroy, Erica Rogers

Public comment: There were no public attendees

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Lynda Campbell to approve the meeting minutes of March 24, 2021. Second by Lisa Tyler. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Lynda made a recommendation to separate PTO into its own line item from the Salary category. The Salary line item would therefore reduce without having PTO as a liability against Salary. Tax collection was a little ahead with budget lines in very good shape.

Approval of March financials: Motion by Michael Moore to approve the March financial statement. Second by Karrie Fletcher. Vote: Unanimous in favor.

- **Marketing Advisory Committee** – Michael Moore
Michael referred to the upcoming May 13th quarterly meeting where the new ad agency would be introduced to the committee.
- **Safety Working Group** – Lisa McInroy
Lisa discussed the April 15th meeting where DPD and District Attorney representatives discussed process and procedure when dealing with property

crimes. A key takeaway was that crime in the CCN area was down; a testimony to the increased visibility from the DPD, Community Resource Officers and the overnight security team. Richard Barrett and Jeanne St. Onge will continue their outreach to private property owners for any trouble spots that manage to surface. Lisa cited some notable ideas from the Downtown Denver Partnership's safety and security plan and will be looking at strategic areas for improving overall neighborhood safety and security.

Richard spoke of the expanded hours for the security team and applauded their efforts in mitigating what could have been a major theft in the area. Richard will also be working on light safety and any graffiti issues. Matt Joblon stated that one of his new businesses is thriving due to the safe environment in the district which should be a continued area of critical focus.

COMMON CONSUMPTION PRESENTATION

Ashley Kilroy and Erica Rogers of City & County of Denver Excise & License Department presented a brief history of liquor common consumption when the state first authorized the use of common consumption in 2011. Terminology around this subject was also provided for the board's understanding:

- **Common Consumption Area (CCA):** A designated area where patrons over the age of 21 can consume alcohol purchased from existing liquor-licensed establishments. Each CCA must be located within a designated, pre-approved entertainment district.
- **Entertainment District (ED):** An area of the city that is no larger than 100 acres and contains at least 20,000 sq. ft. of total liquor-licensed premises. Each ED must be approved by City Council and with neighborhood support.
- **Promotional Association (PA):** A group of at least two liquor-licensed businesses that join together for purposes of applying for a CCA license. PA's must be certified by Excise & License before obtaining a CCA license.

As events, businesses and expectations for interactive events continue to evolve, the goal is to simplify permit requirements for alcohol sales and consumption allowances. Erica discussed different CCA business models such as a great hall, shopping mall interior, alleyways, private parking lots or street/sidewalk closures.

A diagram of entertainment districts and CCA's was provided while discussing the application process. Ashley explained that a CCA license differs from a special event license because it allows existing liquor-licensed establishments to sell alcohol at the event, rather than bringing in outside or temporary liquor licenses. Restaurant and bar patrons would have the ability to take away and consume a beverage in the CCA area and into retail stores where allowed.

Lynda Campbell suggested it might be worthwhile to invite restaurant and bar owners to a common consumption video conference for their understanding and input. Ashley agreed to present a walk-through of concepts related to this ordinance. As a restaurant owner, Sean Huggard felt there wasn't an area in CCN similar to Milk Market in downtown Denver that could accommodate such an idea but did indicate the extended sidewalk patio had been a success for his business. Matt Joblon agreed with Sean's point citing safety on the streets as opposed to an alleyway concept. Ashley stated the Mayor would be making an announcement later in the morning to discuss continued patio expansion as part of Denver's economic recovery strategy. Lynda emphasized that minimally, restaurants needed about an 18-month recovery post-pandemic and important for restaurants to be heard on this matter.

CEO REPORT

Nick LeMasters provided an update that CCABA has taken an official position in favor of the merger of the three organizations. He is expecting to hear the same response from the chamber. The board will be asked to take an official position in May. Although there is positive movement on this initiative, considerable work would need to be completed through amended Bylaws, practices, procedures, and contracts tied to the formation of the new 501(c)(6).

Dean Griffin stated inquiries had been received regarding board positions. Dean will get together with the Executive team to best determine what that process will look like. With 3 board chairs on the alliance, Dean will make an announcement in the next few months.

Terri Garbarini inquired about events on Fillmore Plaza to perhaps include a farmer's market. Richard Barrett mentioned several events slated such as Food & Wine, the Smash Fine Arts Festival, an artisan show, and other activations being considered. The holiday market will make a return visit with vendors actively being recruited at this time. Nick cited the farmer's market at the shopping center was arguably the best market in the city and would be challenging to compete with that. Discussion segued into perhaps a non-competitive popup with annual plants through collaboration with the Botanic Gardens. Jeannie McFarland-Johnson will look into the idea of a plant sale that meets the consumer experience while maintaining CCN brand quality. Richard wrapped the conversation by stating he is working on event controls with the City for district street events and activations other than Fillmore Plaza.

Operations – Richard Barrett discussed conditions in the district along with a variety of projects in the queue including sidewalk paving repairs of which the city has agreed to waive permit costs. Planters, plant material, tree trimming, directories, lighting, and

seating were also areas of issue along with his recommendation that funds from the planter project be reallocated to address the more urgent repair work needed in the district. Richard is working with the City regarding 5G installations, repairs and remediation due to contractor damage. Richard is recommending splitting the Operations budget between maintenance and major projects so that funds are not intertwined. Eventually, the district will have to conduct an LED light conversion.

Nick stated a lot of time was spent walking the district and, despite the amount of intersection refacing and lighting upgrades in need, we are currently taking what we have budget-wise to ensure strategic goals are met through a tactical approach. Matt inquired about ways to refinance any debt however, both Nick and Thuy Dam agreed that since the bonds had previously been refinanced at a low interest rate, the language of the contract did not allow for another refinance.

Richard also mentioned the heavy snow in April. Having had the 4th largest storm on record, he thanked Patrick Allison for his work in overseeing the snow removal crews.

Marketing – Jeannie McFarland-Johnson discussed the new ad agency hired after an extensive RFP and interview process. Vladimir Jones was determined to be the best fit for CCN and critical to the tourism trade for the district. Nick reiterated that the new agency will be looking through a singular lens of driving traffic to the CCN district. Jeannie also provided the board updates on the public relations initiatives around Mother’s Day, the July Sidewalk Sale, the 4-day extended Food & Wine event in August, various advertising campaigns and the tourism leads program that Kate Lynch is working on with Visit Denver. SEM (search engine marketing) will be put together for the summer *All-Star Game* which will provide an opportunity for fan or sponsor spill-over into the CCN district and hotels.

ADJOURN

Adjourn: The meeting was adjourned at 9:32 a.m.

UPCOMING BOARD MEETING DATES:

- May 26, 2021 – Virtual Meeting
- June 23, 2021 – Virtual Meeting
- July 28, 2021 – Virtual Meeting

UPCOMING ACTIVATION DATES:

- American Lung Association Charity Gala – June 26, 2021
- Sidewalk Sale – July 15-18, 2021
- Food & Wine – August 11-14, 2021
- Smash Fine Arts Festival – August 28 – 29, 2021