
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Michael Moore, Board Chair, called the meeting to order at 8:02 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Andy Boian, Karrie Fletcher, Terri Garbarini, Sean Huggard, Matt Joblon, Rosella Louis, Natalie Mahler, Lisa McInroy, Michael Moore, Stephen Sturm

Members absent: Dean Griffin

Staff present: Nick LeMasters, Richard Barrett, Lisa Voss, Jeanne St. Onge, Pat Allison, Molly Keech, Kat Libby, Mary Siegwalt

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 July minutes based on their review.

Approval of Meeting Minutes: Motion by Karrie Fletcher to approve the meeting minutes of July 27, 2022. Second by Stephen Sturm. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

Finance Committee

Karrie updated the board on the prior week's 2023 budget meeting stating the first draft was on track and would be presented to the board for approval at the September 28th board meeting. Thuy Dam stated there were no significant variances in the Executive Summary with property taxes collected at 97.4% compared to this time last year at 97.6%.

Approval of July financials: Motion by Andy Boian to approve the July financial statement. Second by Natalie Mahler. Vote: Unanimous in favor.

CEO REPORT

CEO – Nick LeMasters

Nick briefed the board on an October 2020 slip and fall incident that occurred in a district crosswalk and will update the board of any subsequent developments.

Nick reminded the board of the open board seat positions, upcoming nomination timeline and district association requirements necessary by virtue of state statute restrictions. A preliminary meeting with the Executive Committee will be scheduled to discuss and commence the application and nomination process.

Operations – Richard Barrett

Richard updated the board of the curbside action plan he is working on with the city and greater Cherry Creek area. The paid parking transition from meters to Smartphones has been implemented and Richard will be working with the city for additional paid kiosks in the district. Discussion ensued regarding the advantages and convenience of the PayByPhone app.

Richard discussed the upcoming 3rd & University Street closure, concrete sidewalk repairs, supply chain disruptions to retrofit LED lighting, expanded off-duty police and car patrol, and the Smash Fine Arts festival scheduled for this weekend. Richard concluded by mentioning the Cherry Arts Festival recap and debrief meeting he and Nick have scheduled with that team for the 30th.

Marketing – Lisa Voss

Citing the sold-out success of the 4-day Al Fresco food and wine event, Lisa informed the board that ticket sale revenue goals exceeded for each of the smaller culinary experiences as well as the Grand Tasting and Dinner on the Plaza. Thrilled with the execution of the 4-day event series, and the 800+ attendance at the Friday night Grand Tasting, Lisa will be reviewing district marketing strategies while conducting a thorough cost and benefit analysis for current and future events. Lisa will also be looking at resource allocation in support of other retail categories to ensure penetration throughout the district. The marketing team is currently compiling details and course of action for the upcoming 2022 Winter Wonderland holiday season.

Nick LeMasters thanked board member Karrie Fletcher for Alpine Bank's support and partnership of this year's event while also thanking the marketing team for their work and innovation crafting the Al Fresco 4-day culinary series. Discussion ensued around experiential marketing to directly engage audiences and media outlets with unique and dynamic CCN brand experiences.

ADJOURN

Adjourn: The meeting was adjourned at 8:44 a.m.

UPCOMING BOARD MEETING DATES:

- September 28, 2022
- October 26, 2022
- November 16, 2022

UPCOMING EVENTS:

- Handmade in Colorado Expo – September 30–October 2, 2022
- Small Business Weekend – November 25-27, 2022
- Winter Wonderland – November 17-December 31, 2022