
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Dean Griffin, Board Chair, called the meeting to order at 8:09 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Lynda Campbell, Karrie Fletcher, Dean Griffin, Sean Huggard, Matt Joblin, Rosella Louis, Bob Mattucci, Calley McCue, Lisa McInroy

Members absent: Terri Garbarini, Michael Moore, Lisa Tyler

Staff present: Nick LeMasters, Richard Barrett, Jeannie Johnson, Jeanne St. Onge, Kat Libby

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Thuy Dam, Accountant

Public comment: There were no public attendees

MONTHLY BUSINESS

Dean opened the meeting and asked for board approval of the July minutes based on their review.

Approval of Meeting Minutes: Motion by Lynda Campbell to approve the meeting minutes of July 28, 2021. Second by Bob Mattucci. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Lynda touched on a few line-item variances that were explained in the Executive Summary and stated the Finance Committee would meet once more for budgetary evaluation. Once the committee completes their assessment, the 2022 budget will be presented to the board for their approval. Assuming the board's approval at the monthly September 22nd meeting, the operating plan will be presented to the city the end of September.

Approval of July financials: Motion by Bob Mattucci to approve the July financial statement. Second by Jennifer Anderson. Vote: Unanimous in favor.

- **Safety Working Group** – Richard Barrett
Richard discussed the increased traffic moving through the district and noted a shift of rising activity in and out of establishments. Richard reiterated the great job from the safety and security team and will be recommending round-the-clock security in 2022

as activity continues to expand in the neighborhood. On-site district protection services through a shared annex/satellite station capacity was also discussed.

CEO REPORT

Nick alerted the board to the public health vaccination mandate issued by the Mayor's office that was extended to all boards and commissions. A link with more information will be distributed to all board members in compliance of the September 30th deadline.

Related to the merger, Nick updated the board that legal counsel had been fully engaged to conduct a deep dive into the Bylaws of the BID and the CCABA. Incremental progress continues to be made with an anticipated January 1st date for full functionality under the newly combined organization.

Nick advised the board of the upcoming nomination timeline due to term vacancies available the first of the year. A preliminary meeting with the Executive Committee will be scheduled to discuss and commence the application and subsequent nomination process.

Operations – Richard Barrett

Richard is continuing conversations with the city regarding mobility and parking. A parking meter replacement test has been set up in the area of 3rd & Clayton as a customer loading zone for quick ease of 20-minute parking. A future pay-by-phone mobility app was also discussed. Nick indicated the city would eventually eliminate meters and replace with wireless transaction kiosks. In addition to mobility and parking needs, Richard is also working with the city on standardized garage parking signage.

Richard talked about the improved landscape and other projects including new concrete and paver work. Ten district light poles have been converted to LED lighting in anticipation of a full LED conversion at a future date.

A request for concrete restoration to sand and recoat all planter walls in the district was unanimously approved by the board.

Marketing – Jeannie McFarland-Johnson

Jeannie relayed that the new Marketing & Communications Manager would be joining the BID team in a week's time and would be introduced to the board at the September meeting.

In producing the August Food & Wine event, Jeannie provided the board public relations metrics along with ticket and sponsorship revenue. Despite a compressed timeframe and challenging post-pandemic circumstances, the customized 4-day

event drew increased social media engagement resulting in sold-out events. As a result, the BID was able to make a substantial donation to *Food For Thought*.

Discussion ensued on the utilization of Fillmore Plaza as a platform for increased and continuous events throughout the year. Jeannie has begun the 2022 planning and sponsorship cycle and is looking to partner with other entities to provide a variety of options and interest for the district. A September 9th photoshoot is scheduled to capture general district images in support of tourism purposes.

ADJOURN

Adjourn: The meeting was adjourned at 9:20 a.m.

UPCOMING BOARD MEETING DATES:

- September 22, 2021
- October 27, 2021
- November 17, 2021

UPCOMING ACTIVATION DATES:

- Smash Fine Arts Festival – August 28–29, 2021
- Handmade in Colorado – October 2-3, 2021
- Holiday Market Opens – November 18, 2021