
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Bob Mattucci, Board Chair, called the meeting to order at 8:07 a.m. A quorum was confirmed.

Members present: Lynda Campbell, Karrie Fletcher, Terri Garbarini, Dean Griffin, Rosella Louis, Bob Mattucci, Calley McCue, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Matt Joblon

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, Accountant
Blue Island Oyster Bar and Seafood – Sean Huggard
Janus Henderson – Jennifer Anderson

Public comment: There were no public attendees

MONTHLY BUSINESS

- Nick and Bob introduced and welcomed newly elected board members, Jennifer Anderson and Sean Huggard, each with terms commencing January 1, 2021.

Approval of Meeting Minutes: Motion by Michael Moore to approve the meeting minutes of November 17, 2020. Second by Lisa McInroy. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Jason stated nothing in the financial statements changed expectations for the year. Audit takes place in February and December will be included at that time as 2020 financials wrap up. Nick added we are in a good place with significant expenditures in December around marketing and advertising, which should finish on or below budget for 2020. Jason added that December represents a typical month of operating cost.
- **Approval of November Financials:** Motion by Rosella Louis to approve the November financial statement. Second by Michael Moore. Vote: Unanimous in favor.

- **Nominating Committee** – Lisa Tyler and Bob Mattucci
Bob reintroduced prior discussion of board matriculation and Executive Committee formation that would include CEO performance review.
Unanimous vote in favor of formation of Executive Committee.

CEO REPORT

Nick shared Q3 sales tax comparison results for years 2019-2020 between the CCN district and greater Cherry Creek area. Third quarter sales performed better than expected in light of COVID-19. Despite other retail areas a bit down percentage-wise, the Cherry Creek North district performed better than the greater Cherry Creek area.

Nick touched on the potential for forming a strategic alliance with other organizations and this will continue to be part of the conversations at every board meeting to keep everyone abreast as things move forward.

2020 REVIEW

Operations: Richard recapped significant vendor changes for landscape, security, cleaning, snow removal and improved features to the overall physical environment. Richard is developing a 10-year plan for maintenance and projects to catch up on repair and replacement measures throughout the district. Holiday enhancements included improved tree lighting, daytime interest décor and a holiday marketplace addition on Fillmore Plaza.

Marketing: Jeannie provided a *Winter Wonderland* report for the holiday season that included a variety of advertising and promotional approaches to attract and increase holiday foot traffic. Public relations measures included TV, radio, billboard, print, direct and email outreach along with combined photography and videography to enhance the CCN website. Jeannie will distribute the PowerPoint to all board members for a more in-depth look at performance and measurement statistics.

SUMMARY

Bob stated that the Cherry Creek North district was a standout for the holiday and the most vibrant he has seen compared to other areas throughout the state. Bob reiterated the team had done a great job in attracting people in a time of unusual circumstance and was honored to have been board chair during the past year.

Nick thanked Bob for his board chair service and leadership while presenting Bob with an engraved plaque of gratitude from the Cherry Creek North district. Bob will

continue to provide institutional knowledge as necessary in his new role as immediate past chair.

Thank you's were extended to the new Executive Committee: Chair, Dean Griffin, Vice-Chair, Michael Moore and Lynda Campbell in her continued role as Secretary/Treasurer.

Bob then motioned to enter into Executive Session:
Motion approved by Lisa McInroy. Second by Terri Garbarini. Vote: Unanimous in favor.

ADJOURN

Adjourn: The meeting was adjourned at 9:28 a.m.

UPCOMING BOARD MEETING DATES:

- January 27, 2021 – Virtual Meeting
- February 24, 2021 – Virtual Meeting
- March 24, 2021 – Virtual Meeting

UPCOMING ACTIVATION DATES:

- InSidewalk Sale -- January 18-23, 2021