
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Dean Griffin, Board Chair, called the meeting to order at 8:05 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Lynda Campbell, Terri Garbarini, Dean Griffin, Karrie Fletcher, Rosella Louis, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Sean Huggard, Matt Joblon, Bob Mattucci, Calley McCue

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Thuy Dam, Accountant

No visitors from the public were present.

MONTHLY BUSINESS

Dean Griffin thanked board members for their service in 2021 with special acknowledgements to Lynda Campbell, Bob Mattucci, and Lisa Tyler. Four new members were welcomed with introductions made.

Dean asked for board approval of the November minutes based on their review.

Approval of Meeting Minutes: Motion by Michael Moore to approve the meeting minutes of November 17, 2021. Second by Jennifer Anderson. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee**

Citing minimal changes from the prior month, committee chair Lynda Campbell, updated the board of the approximate \$225K savings that will be noted for future use. Assessed value increased slightly under 1% but will help toward next year's budget.

Approval of November financials: Motion by Karrie Fletcher to approve the November financial statement. Second by Lisa McInroy. Vote: Unanimous in favor.

CEO REPORT

From the Visit Denver board meeting, Nick shared emerging travel and tourism economic data positioning Denver International Airport as the third busiest airport on earth. In further context, Nick shared that Denver ranked 5th in terms of hotel occupancy at 67%; a terrific place to be with travel recovery clearly in motion.

Nick discussed the spending trend toward Services as opposed to Hard Goods, however, Home Furnishing sales in Cherry Creek North have exploded. Cherry Creek North will be looking at the way retail is emerging in the service sector and will position the district in the health and wellness arena. Despite the Covid resurgence, supply chain issues, labor shortages and persistent inflation, the CCN BID team is optimistic and will continue to lean the district into the tourism space.

Related to the merger, Nick stated we are in the final stages of amending the agreement with the Cherry Creek Alliance. Although the CCN BID won't change, the public facing brand will be that of the CC Alliance.

In conclusion, Nick updated the board that Amy Cara, Managing Partner of East West Partners, has been invited to talk at the January meeting about their plans for the development project at the west end of the Cherry Creek Shopping Center.

Operations – Richard Barrett

With Cherry Creek North fast becoming a tourism destination, Richard discussed future strategic initiatives that may include an LED conversion, replacement of static kiosks with interactive capabilities, enhanced parking signage and potential improvements via partnership with the Denver Botanic Gardens to the University/Josephine district triangle entry point. Richard also discussed getting ahead of the parking curve with added vehicle charging stations through possible garage partnerships.

Marketing – Jeannie McFarland Johnson

Jeannie discussed the tremendous visitor response due to the Saturday Night Lights event on Fillmore Plaza. A graph comparison of this year to 2019 measured approximately 52,000 more people in the district commencing with the Thanksgiving weekend. Jeannie also cited the tremendous team effort that included PR messages, steady digital advertising and organic content that contributed to the 30% growth and increased engagement of the BID's Instagram account which finished the holiday season strong.

ADJOURN

Adjourn: The meeting was adjourned at 9:02 a.m.

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

UPCOMING BOARD MEETING DATES:

- January 26, 2022
- February 23, 2022
- March 23, 2022

UPCOMING ACTIVATION DATES:

- Saturday Night Lights – December 18, 2021
- Cherry Creek Holiday Market – Through December 24, 2021
- Winter Wonderland Light Walk – Through December 31, 2021
- Domino Effect Light Art Installation – Through January 4, 2022