
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, Rosella Louis, Bob Mattucci, Calley McCue, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Karrie Fletcher; Bob Mattucci

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

Denver Police District Three – Commander Rick Kyle and Lieutenant Michael Cody

Public comment: There were no public attendees

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Rosella Louis to approve the meeting minutes of January 27, 2021. Second by Lisa McInroy. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee** – Lynda Campbell, Chair

Lynda stated we managed through 2020 very well while ending the year in a good place with an expectation of a shortfall in use and property taxes due to less tax income intake. Lynda also mentioned it was the first time we had to pay the city back due to abatements. Nick then reminded the board that an audit was taking place with an expected completion near the end of March.

Approval of January financials: Motion by Lisa McInroy to approve the January financial statement. Second by Rosella Louis. Vote: Unanimous in favor.

➤ **Marketing Advisory Committee** – Michael Moore

Michael spoke about the upcoming March 11th quarterly meeting; the first one of the year and quarterly thereafter

➤ **Safety Working Group** – Lisa McInroy

Lisa provided a recap of the January 28, 2021 quarterly meeting and a determination will be made to continue the meetings quarterly or perhaps month-to-month. Lisa also suggested putting the topic of lighting top of mind and perhaps engage lighting professionals for a district lighting plan.

DENVER POLICE DISTRICT THREE PRESENTATION

Dean welcomed guest presenters, Commander Rick Kyle and Lieutenant Michael Cody regarding 2020 safety and crime activity in the CCN area including year to date.

Commander Kyle and Lieutenant Cody discussed the criminal activity and challenges encountered city-wide, District 3 and the overall Cherry Creek neighborhood given the pandemic, business closures and re-openings. A decrease in area activity was noted when businesses closed for a time with minimal activity after re-openings. The BID community remained connected and engaged with DPD during unprecedented times and one of the main reasons why crime activity was low in this area.

Opportunities for motor thefts and larceny were discussed along with ways to mitigate preventable crimes by not leaving personal possessions in view and ensuring locked doors for vehicles, homes and/or businesses. Matt discussed the value in safety measures and cited it is one of the biggest assets in the Cherry Creek North area. Discussion ensued on how best to remain ahead of the curve through education and awareness. Through the help of night-time security, Richard stated he was seeing the BID strengthen public safety in a number of areas.

Matt also inquired if it would behoove the district to allocate funds toward patrol resources as businesses continue to open up post-pandemic. Lynda recommended putting together more of a strategic plan for this purpose if the intention is to have summer security or perhaps reduced hours due to extended light.

An evaluation of lighting conditions was also discussed in conjunction with partnering with business owners for lighting in alleys and buildings. Richard indicated the Safety Committee would look at safety and lighting as a whole and perhaps change up the strategy a bit with daylight savings and increased light.

CEO REPORT

Nick provided an update on the strategic alliance stating a lot of progress has been made that has been modeled on a more simplistic design of the Downtown Denver

Partnership. Ideally, we will see an actual organizational structure by the next board meeting.

Although the BID is not able to take a position being a quasi-governmental entity, Nick cited two ballot initiatives: 1) climate tax and 2) business waste tax. Both initiatives will increase the cost of doing business in Denver. Nick will watch carefully and keep the board posted. Discussion then ensued around the impact of food trucks in the CCN district. Nick has engaged with the city excise and infrastructure and has been invited to speak of the unintended right-of-way consequences so as to create a level playing field for district area restaurants.

Regarding the Cherry Creek Arts Festival, Nick communicated the board's guidance to the festival team that the event can only take place on the 4th of July weekend. The festival team understands this position and currently in conversations with the shopping center to hold the event at some point this year. The festival team was invited to use Fillmore should there be a special event, however, Nick has not heard back but at least wanted to extend that consideration.

Operations: Richard discussed CCN as the beta-tester for contactless parking at the meters which is a real step forward for the city. The app was downloaded and tested which sends an alert over the phone when the meter is about to expire and has a 3-hour parking limitation.

District WIFI was once again discussed with a determination the funds could be better utilized toward safety, security and other improvements such as the lantern conditions on Fillmore. A lighting consultant will determine the best solution taking into consideration cost. Richard is also reviewing parking studies for a more comprehensive plan to drive traffic off the streets and into the parking garages. The BID is negotiating a contract with the Denver Botanic Gardens for tree replacements, plantings and other landscape initiatives.

Marketing: Jeannie provided a brief overview from the Valentine's Day Love Cherry Creek campaign that positively positioned CCN in the news. Jeannie cited the cost effectiveness for this type of news approach and thanked Megan and Kate for their beautiful Valentine's Day splash page creation for the general public. Jeannie then played a video that Channel 4 did showing a live segment around Blue Island Oyster Bar and Show of Hands; a strong piece about supporting businesses for Valentine's Day. Jeannie will continue to take this kind of approach throughout the year to keep CCN in a positive light.

Regarding the Food & Wine event this year, Jeannie is looking to proceed forward with a possible 2-3 day event to include some brand tasting and a Covid-friendly gathering on Fillmore Plaza, then moving into restaurants for dinner with a chef. Potential dates are August 13-15 and Megan and Kate are working to get

information out to restaurants soon via survey to gauge interest in the concept. Matt suggested looking at liquor licensing for the entire district to allow roaming with a glass of wine or in a gated area. Nick said the city is looking at a common consumption ordinance, which has been put on hold due to Covid.

ADJOURN

Adjourn: The meeting was adjourned at 9:34 a.m.

UPCOMING BOARD MEETING DATES:

- March 24, 2021 – Virtual Meeting
- April 28, 2021 – Virtual Meeting
- May 26, 2021 – Virtual Meeting

UPCOMING ACTIVATION DATES:

- Sidewalk Sale – July 15-18, 2021
- Food & Wine – August 13-15 (placeholder)