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**CALL TO ORDER | OPEN FORUM**

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**Call to Order / Open Forum**

Lisa McInroy, Board Chair, called the meeting to order at 8:00 a.m. A quorum was confirmed.

**Members present:** Jennifer Anderson, Andy Boian, Dean Griffin, Rosella Louis, Natalie Mahler, Lisa McInroy, Michael Moore, Cesar Orozco

**Members absent:** Terri Garbarini, Sean Huggard, Matt Joblon, Stephen Sturm

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

**Representatives, Guests and/or Owners present:**

Clifton Larson Allen – Thuy Dam, Accountant

East West Partners – Amy Cara, Managing Partner; Jenny Jacobs, Director of Development  
Property Markets Group (PMG) – Sean Maley, Partner & Chief Business Development Officer

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**MONTHLY BUSINESS**

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Lisa welcomed the Cherry Creek West development team to provide a progress review update to the board.

**Approval of Meeting Minutes:** Motion by Michael Moore to approve the meeting minutes of January 25, 2023. Second by Andy Boian. Vote: Unanimous in favor.

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**COMMITTEES & TASK FORCE REPORTS**

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**Finance Committee**

Natalie turned the meeting over to Thuy Dam for a recap and discussion of the 2022 audit that was currently in progress.

Thuy updated the Board that audit fieldwork has started and the District anticipates receiving the auditor's opinion that is consistent with prior years. The draft audit will be discussed in great detail at the March 16<sup>th</sup> Finance Committee meeting and presented to the Board on March 22<sup>nd</sup> in anticipation of an April 1<sup>st</sup> filing deadline to the City. Thuy cited property tax collection for the year ended December 31, 2022 at 97% resulting in the overall revenue very close to the annual budget.

Variances in the Executive Summary were discussed whereby Richard Barrett expected to do a budget amendment citing the extra costs associated with snow and ice chipping in January along with electrical issues throughout the district. Thuy stated an evaluation of the electrical expenses will determine areas to allocate and realign the budget. The Operations team has meetings lined up with contractors in a determination of associated electrical costs for the project.

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**REDEVELOPMENT UPDATE**

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Amy Cara of east west partners updated the board on the progress to date with the city regarding the development project slated over the next several years for the west side of the Cherry Creek Shopping Center. Designated as Cherry Creek West, the project will stretch from University Blvd. on the west to Clayton Street as well as from 1<sup>st</sup> Avenue on the north to the Cherry Creek waterway on the backside of the 13-acre development area.

More information can be found at either [cherrycreekwest.com](http://cherrycreekwest.com) or at [ewpartners.com](http://ewpartners.com) with available newsletter sign-up for project updates and community meetings.

**CEO REPORT****CEO – Nick LeMasters**

Nick informed the board that the district will be embarking on a perception study to understand constituent and business viewpoints of the district. The research will focus on property owners, and retailers to determine areas of improvement with results presented to the board once the program is launched and qualitative results are complete.

Another project in the works is in collaboration with the hotel community to increase tourism dollars for the Cherry Creek North district. As the program evolves, advertising will be directed to targeted markets to transcend the brand throughout the country with focused tourism efforts specific to Cherry Creek North.

Nick also updated the board on the Alliance Leadership Council meeting held the day prior. One of the agenda items was House Bill 23-1118 where pros and cons of the Fair Workweek Employment Standards legislation had been presented to the council. Discussion ensued on the negative industry impact should the proposal pass for those employers having 250 or more employees. Nick reminded the board to save the date of Wednesday, March 15 for the Cherry Creek Alliance breakfast meeting to hear keynote speaker, J. J. Ament, President and CEO of the Denver Metro Chamber of Commerce.

**Marketing – Lisa Voss**

With a newly selected public relations firm in place, Lisa thanked Dovetail Solutions for their public and media relations expertise and other communication initiatives during the transitional process. The new agency will focus on brand consulting, public relations and related creative marketing services. Lisa also updated the board on the marketing and tourism job opportunity that will be posted in anticipation of filling that role some time in April.

**Operations – Richard Barrett**

Discussing safety and security, Richard updated the board on the redeployment of the security team's hours for increased response and service. In partnership with the Denver Police Department (DPD), a Business Watch safety meeting is scheduled in March to further engage merchants and businesses in the district. High visibility uniforms, bike patrol and a multi-faceted approach toward the expansion of the district camera system were also discussed.

Other district operations include a new construction project unfolding at 2<sup>nd</sup> & Clayton, inter-governmental agreements (IGA's) regarding maintenance on 1<sup>st</sup> Avenue and the 1<sup>st</sup> &

University gateway entrance to Cherry Creek North, alley-way clean-up, and the RFP re-release of the kiosk directory project for digital signage and advertising purposes.

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## **NEW BUSINESS**

No new business was reported at this time.

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## **ADJOURN**

**Adjourn:** The meeting was adjourned at 9:23 a.m.

## **UPCOMING BOARD MEETING DATES:**

- March 22, 2023 – 8:00 am
- April 26, 2023 – 8:00 am
- May 24, 2023 – 8:00 am

## **UPCOMING EVENTS:**

- Denver Restaurant Week – March 3 – 12, 2023
- Cherry Creek North Supper Club Series – March 2023
- Passport to Cherry Creek – April 2023