
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Michael Moore, Board Chair, called the meeting to order at 8:02 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Andy Boian, Jason Dorfman, Karrie Fletcher, Terri Garbarini, Dean Griffin, Sean Huggard, Matt Joblon, Rosella Louis, Natalie Mahler, Michael Moore, and Stephen Sturm

Members absent: Lisa McInroy

Staff present: Nick LeMasters, Richard Barrett, Jeanne St. Onge, Molly Keech, and Kat Libby

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Thuy Dam, Accountant
east west partners – Amy Cara, Managing Partner and Jenny Jacobs, Director of Development

Public Comment: There were no public attendees.

MONTHLY BUSINESS

Michael welcomed newly elected board members Andy Boian, Jason Dorfman, Natalie Mahler and Stephen Sturm to the first board meeting of the year. Incumbent board member and staff introductions were also made.

Michael asked for board approval of the December minutes based on their review.

Approval of Meeting Minutes: Motion by Rosella Louis to approve the meeting minutes of December 16, 2021. Second by Dean Griffin. Vote: Unanimous in favor.

- Michael reminded the board that Colorado Revised Statute § 24-6-402 (2017) (CO Sunshine Law and Open Meetings Law) requires a vote at the first regular meeting of each calendar year for a designated public place to post meeting notices. The CCN BID's website was determined to be the most appropriate and continued location for public postings.

Approval of Public Meeting Notice Location: Motion by Andy Boian to approve the CCN BID website as the public posting location. Second by Karrie Fletcher. Vote: Unanimous in favor.

EAST WEST PRESENTATION

Amy Cara and Jenny Jacobs of east west partners presented on the new development 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 1st Avenue on the north to the Cherry Creek waterway on the backside of the 13-acre development area.

A rendering of the mixed-use project was shown to the board that will focus primarily on office and residential use with an outdoor open space concept for pedestrian connection to the creek. The emphasis on pedestrian movement over vehicles, including that of bicycle, is meant to mitigate traffic impact while creating an outdoor waterway destination for employees and families. More information can be found at either cherrycreekwest.com or at ewpartners.com with available newsletter sign-up for project updates and community meetings.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee**

Finance Committee Chair Karrie Fletcher reported that December financials would not be available until February due to 2021 year-end audit purposes. Thuy Dam added that the final audit would be presented to the board at the March meeting.

CEO REPORT

Nick LeMasters updated the board that the wheels were in motion to identify the next Director of Marketing to ensure the right strategic fit toward advancing marketing efforts. Nick will keep the board posted as the search progress evolves.

Nick discussed the exciting partnership coming together through a memorandum of understanding with the Cherry Creek Chamber combined with the evolving progress in finalizing the management agreement with the Cherry Creek Area Business Alliance. The BID office is in the process of reconfiguring existing space in allowance of shared resources with the chamber.

Nick also thanked Jason Dorfman for stepping into the role of Chair for the monthly safety working group.

Operations – Richard Barrett

Richard discussed continued safety as a priority for the district while reminding the board of the increased 24/7 security team coverage in place since January. Richard provided examples of potential crimes of opportunity and cited the existing security team as a good partner for the merchants, workforce and district. Having seen the

architectural designs for new projects coming to the district, Richard provided an update on areas of impact that will benefit and enhance the district.

Marketing – Molly Keech

Marketing & Communications Manager, Molly Keech, provided a public relations recap of the Winter Wonderland holiday season that generated a total of 78 articles, including a CBS4 broadcast feature and local outlet coverage through a variety of metro magazines. A January wellness campaign and February romance-focused media distribution push emphasizing destination hotels, dining and shopping experiences is currently being executed. Molly added that Cherry Creek North surpassed 11K followers on Instagram this month; far exceeding July numbers at 7K.

ADJOURN

Adjourn: The meeting was adjourned at 9:19 a.m.

UPCOMING BOARD MEETING DATES:

- February 23, 2022
- March 23, 2022
- April 27, 2022

UPCOMING ACTIVATION DATES:

- Love, Cherry Creek North campaign, February 1-14, 2022
- Denver Restaurant Week, March 11-20, 2022