
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Board Chair, Andy Boian, called the meeting to order at 8:00 am. A quorum was confirmed.

Members present: Andy Boian, Johnny DeBrito, Terri Garbarini, Matt Joblon, Rosella Louis, Lisa McInroy, Michael Moore, Carrie Newman

Members absent: Dean Griffin, Sean Huggard, Stephen Sturm

Staff present: Nick LeMasters, Richard Barrett, Lisa Voss, Jeanne St. Onge, Cynthia Ord, Patrick Allison, Kat Libby

Representatives, Guests and/or Owners present:

CliftonLarsonAllen (CLA) – Thuy Dam, Principal, State & Local Government

Public Comment: No members of the public were present.

MONTHLY BUSINESS

Andy opened the meeting then requested board approval of the December minutes.

Approval of Meeting Minutes: Motion by Lisa McInroy to approve the meeting minutes of December 14, 2023. Second by Carrie Newman. Vote: Unanimous in favor

Andy 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 will continue to be the designated site for public postings.

Approval of Public Meeting Notice Location: Motion by Johnny DeBrito to approve the CCN BID website as the public posting location. Second by Michael Moore. Vote: Unanimous in favor.

COMMITTEE REPORTS

Finance Committee

Thuy Dam reported that December financials would not be available until February due to 2023 closure and audit purposes. Thuy will report on 2023 year-end financials at the February meeting and added that the final audit along with January and February financials, would be presented to the board at the March meeting. Thuy also stated although final assessed valuations weren't received until late December, they did come in a little higher than expected and will be incorporated into the 2024 budget.

CEO REPORT – Nick LeMasters

Nick has been meeting with city council members to inform them of the intended district-wide digital kiosk program and gain their point of view. Receiving no concerns to date, Nick will continue meeting with the remainder of the council members over the next month or so. With Cherry Creek North being the third largest economic center in the Denver area, the Master Encumbrance Permit (MEP) will need to be amended in accommodation of the digital program. The Mayor has seen the new technology, and with continued progress, implementation is hoped for during the 4th quarter of this year. Nick will

keep the board apprised as things advance. The board was also updated on the nomination process for the two open seats currently available on the Cherry Creek North board.

Operations – Richard Barrett

Richard briefed the board on the decrease in crime, potential engagement of a security consulting firm for the district specializing in physical security assessments, parking challenges resulting from construction development and the bid process that will take place in February for failed lighting on Fillmore Plaza.

Richard reminded the board of the pass-through fee arrangement to FinWater Advisers, the consultant for the district's digital kiosk program and experts in outdoor media that were essential to the success of the design proposal. Richard requested the board's approval for their representation and consulting services in the RFP creation.

Approval of FinWater Advisors Consultancy Fee: Motion by Michael Moore to approve the consultant fee. Second by Terri Garbarini. Vote: Unanimous in favor.

Marketing – Lisa Voss

Lisa shared that the open marketing position has been filled. The role was elevated from Marketing Coordinator to Marketing Specialist given the strength and qualifications the individual will bring to the team.

Lisa also requested the board's approval for enhanced media purchases in 2024 in a continuation of the current media vendor's contract services. The impending contract would include essential tourism advertising to raise the level of the district's presence within the realm of metro Denver's overarching marketing efforts as a leisure destination. Making 2024 the inaugural year for the new tourism program launch, quantifiable measures will be completed to evaluate demographics, travel behaviors and other underlying experience patterns such as wellness moments, deeper and positive destination impacts and discerning traveler trends shaping travel in the year ahead.

Approval of the Expanded Explore Media Contract: Motion by Rosella Lousi to approve the media buy renewal contract. Second by Lisa McInroy. Vote: Unanimous in favor.

NEW BUSINESS

There was no new business to discuss.

ADJOURN

Adjourn: The meeting was adjourned at 8:50 am

UPCOMING BOARD MEETING DATES

- February 28, 2024 – 8:00 am
- March 27, 2024 – 8:00 am
- April 24, 2024 – 8:00 am

UPCOMING EVENTS:

- Love, Cherry Creek North – February 2024
- Cherry Creek North Supper Club – March 2024
- Cherry Creek North in Bloom – April/May 2024