
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Michael Moore, Board Chair, called the meeting to order at 8:11 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Andy Boian, Matt Joblon, Rosella Louis, Natalie Mahler, Lisa McInroy, Michael Moore

Members absent: Karrie Fletcher, Terri Garbarini, Dean Griffin, Sean Huggard, Stephen Sturm

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

Representatives, Guests and/or Owners present:
CliftonLarsonAllen – Jason Carroll, Principal Accountant

Public Comment: There were no public attendees.

MONTHLY BUSINESS

Michael opened the meeting, then requested board approval of the June minutes based on their review.

Approval of Meeting Minutes: Motion by Andy Boian to approve the meeting minutes of June 22, 2022. Second by Jennifer Anderson. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

Finance Committee

Discussing the June financials, Jason Carroll noted no material variances and cited 97% in property tax collections. Despite the General Fund under budget by \$428K, the current year-to-date actual to budget will be re-forecasted in anticipation of the 2023 budget. A first payment and a principal payment on outstanding debt service was paid for 2015 bonds.

Approval of June financials: Motion by Matt Joblon to approve the June financial statement. Second by Lisa McInroy. Vote: Unanimous in favor.

CEO REPORT

CEO – Nick LeMasters

Nick updated the board that initial sponsorship goals were exceeded for this year's Al Fresco food and wine event with more to come.

Sharing the favorable Q1 district sales tax results that increased by 8.2% over 2021, Nick cited the half million dollar increase in the Restaurant/Leisure/Hospitality category. Miscellaneous Retail Trade and Personal & Health Services were other key areas of growth.

Nick also provided the board with future development renderings of planned and/or permitted projects. With a strong base of office development, zoned ground-floor retail and restaurant, combined with added residential capacity, the BID will continue to address parking, safety, and pedestrian circulation as the district experiences this extraordinary evolution.

Nick reminded the board of the two open seats heading into the next year and the application process that will be starting soon.

Operations – Richard Barrett

Richard discussed the 2023 LED light conversion that will be funded next year with the mill levy increase. Holiday lighting was discussed with a two-year contract in front of the board for their approval. Richard discussed the benefits of remaining with the current vendor including labor, installation, storage, and inventory combined with cost control benefits of a two-year vs. one-year contract. Discussion ensued around year-round lighting pros and cons as well as adequate lighting needs during periods of construction and development. Separately, Richard stated all parking meter heads would be removed in about 3 weeks' time as paid parking transitions from meters to Smartphones. Signage and other marketing notifications will be distributed in education of the new parking technology.

Approval of the Two-Year Holiday Lighting Contract: Motion by Jennifer Anderson to approve the two-year holiday lighting contract. Second by Lisa McInroy. Vote: Unanimous in favor.

Marketing – Lisa Voss

Warm welcomes were extended to new Marketing team members: Marketing & Communications Director, Lisa Voss and Marketing Coordinator, Mary Siegwalt. Lisa will be reaching out to board members and stakeholders to deepen her understanding of the operational aspects and leverage future marketing potential for the CCN district. Lisa added that an audit on the CCN brand and marketing assets will begin in Q4 to create consistent and compelling messaging. Al Fresco is being heavily promoted throughout the Denver market with ticket sales on track.

ADJOURN

Adjourn: The meeting was adjourned at 9:03 a.m.

UPCOMING BOARD MEETING DATES:

- August 24, 2022
- September 28, 2022
- October 26, 2022

UPCOMING ACTIVATION DATES:

- Pets on the Plaza, August 6-7, 2022
- Cherry Creek Al Fresco – A Food & Wine Event, August 17-20, 2022
- Smash Fine Arts Festival, August 27-28, 2022
- Handmade in Colorado Expo – September 30–October 2, 2022