
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Dean Griffin, Board Chair, called the meeting to order at 8:09 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Lynda Campbell, Karrie Fletcher, Terri Garbarini, Dean Griffin, Rosella Louis, Bob Mattucci, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Sean Huggard, Matt Joblon, Calley McCue

Staff present: Nick LeMasters, Richard Barrett, Jeannie Johnson, Jeanne St. Onge, Patrick Allison, Kate Lynch, Kat Libby

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Thuy Dam, Accountant

Denver Botanic Gardens – Annie Barrow, Horticulture Outreach Program Manager

Public comment: There were no public attendees

MONTHLY BUSINESS

Dean Griffin thanked Michael Moore for stepping in to chair the prior month's board meeting. A warm welcome was extended to horticulture expert and guest speaker, Annie Barrow, Denver Botanic Gardens.

Approval of Meeting Minutes: Motion by Karrie Fletcher to approve the meeting minutes of June 23, 2021. Second by Michael Moore. Vote: Unanimous in favor.

DENVER BOTANIC GARDEN PRESENTATION

In a consulting partnership with the Cherry Creek North BID, Annie presented slides showing the current state of CCN landscape along with proposed recommendations for successful and durable plant material implementation. Annie also proposed a drought tolerant turf grass throughout the district that is highly resistant to pet waste and foot traffic.

COMMITTEES & TASK FORCE REPORTS

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

Lynda discussed the impending August budget meeting in preparation of the city's September 30th deadline for 2022 budget submission. Lynda was encouraged by the team's efforts toward spend and, from a revenue

standpoint, felt the BID had a reasonably vibrant budget despite having lowered the mill three times previously. Thuy Dam stated May numbers were used as a preliminary AV but would have a better idea the 2nd week of September. Nick LeMasters discussed the favorable impact of current and emerging developments in the district. Thuy suggested presenting to the board a 10-year public-record mill levy history to show an annual comparison trend.

Approval of June financials: Motion by Lisa Tyler to approve the June financial statement. Second by Karrie Fletcher. Vote: Unanimous in favor.

- **Marketing Advisory Committee** – Michael Moore
Citing 81 participating merchants, Michael stated the 2021 annual CCN Sidewalk Sale was one of the most successful sales events in years. Michael also discussed planned tourism strategy efforts intended to connect the retail sector with hotel concierges across the city. Lisa Tyler suggested tourism support and outreach to the mountain area given the uptick in business she's seen from that locale. The MAC will no longer pursue quotes for reusable bags which will be left to individual merchants to pursue.
- **Safety Working Group** – Lisa McInroy / Richard Barrett
Lisa and Richard discussed safety as a priority with remediation measures in place to address issues when and if they occur. Bob Mattucci stated the efforts of the BID has improved the overall environment for employees and visitors of the district. Enhanced safety and increased coverage will be recommended with the 2022 budget.

CEO REPORT

Nick discussed the proposed merger's progress, image, and brand development.

Leveraging the strength of the word "alliance", this naming convention approach would completely reformulate the existing CCABA by effectively dissolving their board and creating new Bylaws, with the newly combined alliance becoming the overarching organization. The existing 501(c)6 currently under the BID would act as the umbrella organization having BID, chamber and alliance representation thereby negating the need to create a new 501(c)6. The Issues Council, having a significant higher business level, would act as a government affairs arm flowing up to the newly formed Cherry Creek Alliance.

Due to Cherry Creek Alliance being the overall name, Karrie Fletcher recommended bringing the working committee together to discuss pros and cons as alignment moves forward.

Nick discussed the board nomination process as being underway with open board seats due to terms expiring the end of the year.

Operations – Richard Barrett

Richard provided a snapshot of continuing projects and addressed commencing sidewalk repairs. Richard stated the city will now partner with the BID on bagging meters.

Marketing – Jeannie McFarland-Johnson

Jeannie stated July's Sidewalk Sale event showed Saturday as the 2nd busiest day of foot traffic in 2021. In support of the July All-Star baseball activities, the BID partnered with 5 hotels to secure a shuttle bus to transport guests and attendees safely to and from the CCN district to Coors Field. Focusing on the upcoming Food & Wine event in August, Jeannie discussed ticket and sponsorship revenue, public relations efforts, digital enhancements, web analytics and key words that drove most of the traffic to the newly created CCN Food & Wine microsite.

ADJOURN

Adjourn: The meeting was adjourned at 9:50 a.m.

UPCOMING BOARD MEETING DATES:

- August 25, 2021
- September 22, 2021
- October 27, 2021

UPCOMING ACTIVATION DATES:

- Food & Wine – August 11-14, 2021
- Smash Fine Arts Festival – August 28–29, 2021
- Handmade in Colorado – October 2-3, 2021