

CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Michael Moore, Vice Chair, called the meeting to order at 8:03 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Lynda Campbell, Karrie Fletcher, Terri Garbarini, Matt Joblon, Rosella Louis, Bob Mattucci, Calley McCue, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Dean Griffin, Sean Huggard

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, Accountant

Public comment: There were no public attendees

MONTHLY BUSINESS

Michael welcomed and introduced Kat Libby, Digital Communications & Promotions Manager, as the newest member to the Marketing team.

Approval of Meeting Minutes: Motion by Lynda Campbell to approve the meeting minutes of May 26, 2021. Second by Jennifer Anderson. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

- **Finance Committee** – Lynda Campbell, Chair
Although unable to attend the June 17th finance meeting, Lynda noted the clean spend against budget line items with no major comments. Nick let the board know a realignment of the budget had been conducted with another in September for a clear sense of direction going into 4th quarter. The preliminary assessed valuation was 16% higher this year. Nick thinks the numbers will hold.

Approval of May financials: Motion by Michael Moore to approve the May financial statement. Second by Lisa Tyler. Vote: Unanimous in favor.

- **Marketing Advisory Committee** – Michael Moore
Michael is in the process of researching and gathering quotes on reusable bags. Michael also referenced the *Things To Do* tab on the CCN website and ways to leverage this section. An outreach to hotel concierges with new store

openings, trunk shows, etc. will strengthen and improve the visitor experience while offering hotel guests a multitude of ideas to explore and enjoy the district. The next quarterly MAC meeting is scheduled for Thursday, July 8.

➤ **Safety Working Group** – Lisa McInroy / Richard Barrett

Richard discussed the public safety team's ability to address recent transient issues along with the work being conducted to engage mental health resources as necessary. Merchant education and safety considerations were discussed along with alternate resource measures such as appropriate agency alignment to those in need. Richard will look at growing this program and stated that neighborhood safety and security will continue to be a priority. Lisa McInroy made the suggestion to integrate philanthropy into the holiday *Winter Wanderland* program.

In relation to this season's holiday marketplace, Terri Garbarini inquired about product offerings being non-competitive with CCN merchants. Nick stated he was quite pleased at the assortment of market offerings from the 2020 season and saw no significant competition to merchants. Jeannie reiterated the marketplace and holiday lights were oriented to attract visitors and shoppers to CCN businesses. Holiday Thursdays will return in the month of December. Richard added he was looking at an anchor tenant from Germany for the marketplace.

Terri suggested a gift wrap station to add to the shopper experience. Michael Moore indicated materials could perhaps be donated in-kind with volunteers to staff the wrap station or perhaps team up with a non-profit.

Nick broached the idea of a central guest information/customer service area as a public face for Cherry Creek North. Michael proposed retired CCN neighbors who might enjoy the role. Nick will pursue conversation on the idea and present his findings to the board.

CEO REPORT

Nick notified the board that the Cherry Creek Area Business Alliance took a formal position the day prior following the P.U.M.A presentation in favor of the merger. With all organizations in agreement, Nick outlined the work ahead from a legal perspective, board alignments, contractual adherence to the new organization, bylaws and financial components to be addressed to meet an end-of-October completion. Through a focus work group, Vladimir Jones will be instrumental in creating a defining brand and name for the new umbrella organization.

With Covid restrictions now lifted, Nick introduced the subject of future in-person meetings rather than virtual. The application process for open board seats due to 2021 term limits was also discussed.

Operations – Richard Barrett

Richard discussed a myriad of construction projects including the upcoming demolition at 2nd & Clayton that will experience a short road closure while the crane is being constructed. Richard met with the city regarding a remediation of standards related to the ongoing 5G wideband network install throughout the city amongst other issues. From that meeting, and to help maintain the district's infrastructure, the city will no longer allow companies public *Right of Way* in the district without inspection and sign-off from the CCN BID. Richard is also working with the city on a pilot program around meter bagging to free up weekend parking on the streets.

Richard updated the board on several areas to include concrete repairs to walkways, bench and furniture replacements, Fillmore lantern replacements, tree trimming and tree replacement. Working with the Botanic Gardens, planting replacement will occur combined with new pet relief stations to help protect plant-scape areas throughout the district. Discussion ensued related to educational and informational messaging of the new plant pallet and pet station concept that will include dispensers, trash receptacles, and related seating for pet owners.

Marketing – Jeannie McFarland-Johnson

Working around 2020 pandemic restrictions, Jeannie presented a 2019 visitor count against the same May-June timeframe in 2021. Despite the number of unique visitors being slightly down from 2019, the total number of visits to the district were up. Trend patterns for visits coincided with 2019 patterns for the majority of traffic each day. Data also showed that the average length of stay for visitors had increased combined with more visitors almost every day of the week with the exception of Thursday's and Sundays.

Jeannie discussed the anticipated July sidewalk sales with approximately 70 participating merchants this year. Advertising for the event with a 30-mile radius concentration will include print ads in the July issue of 5280 magazine, engagement with social media influencers, digital advertising, public relations and other targeted ads.

Robust ticket sales for the opening weekend launch of Food & Wine through the www.ccnfoodandwine.com micro-site saw a lot of interest in all categories of the 4-day event to be held in August. Discussion ensued related to this year's expansion of the event, media interest, sponsorship interest and the return of brick-and-mortar sales performance.

ADJOURN

Adjourn: The meeting was adjourned at 9:25 a.m.

UPCOMING BOARD MEETING DATES:

- July 28, 2021
- August 25, 2021
- September 22, 2021

UPCOMING ACTIVATION DATES:

- American Lung Association Charity Gala – June 26, 2021
- Sidewalk Sale – July 15-18, 2021
- Food & Wine – August 11-14, 2021
- Smash Fine Arts Festival – August 28 – 29, 2021