
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Dean Griffin, Board Chair, called the meeting to order at 8:03 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Karrie Fletcher, Dean Griffin, Sean Huggard, Rosella Louis, Bob Mattucci, Calley McCue, Michael Moore

Members absent: Lynda Campbell, Terri Garbarini, Matt Joblon, Lisa McInroy, Lisa Tyler

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, Accountant
Progressive Urban Management Associates (P.U.M.A.) - Brad Segal, Erin Laetz

Public comment: There were no public attendees

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Michael Moore to approve the meeting minutes of April 28, 2021. Second by Karrie Fletcher. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

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

Nick LeMasters referred to the financial executive summary included in the board packet specific to April. Property tax collection is up 7% over this time last year. All key categories in the summary showed variances below projections due to timing or weather, with project work taking place into June. The preliminary assessed valuation received increased by 16% - a good place going into 2022. Thuy Dam stated the property tax collection realized more revenue through the first 6 months however spend will increase in the second half. Property owners will have a June 1st deadline to protest any valuations, so Thuy cautioned a conservative approach regarding the 2022 budget.

Approval of April financials: Motion by Bob Mattucci to approve the April financial statement. Second by Karrie Fletcher. Vote: Unanimous in favor.

- **Marketing Advisory Committee** – Michael Moore
Michael discussed the Visit Chery Creek tourism partnership between CCN and the shopping center. As part of that combined tourism and consumer approach, Michael indicated a goal of 100 participating merchants for this year's sidewalk sales event; the largest district-wide. The annual August Food & Wine will expand from one to four days with a combination of restaurants and tasting experiences. Discussion ensued around Denver's .10 cent reusable "Bring Your Own Bag" program taking effect on July 1st. Ideas are being obtained as to what might work best for merchants in the CCN district.

- **Safety Working Group** – Lisa McInroy / Richard Barrett
Richard Barrett updated the board on the expanded hours of the security team which has been well received throughout the district. Richard is working in partnership with the DPD and the Cherry Creek Shopping Center to keep the district safe and clean for merchants and visitors through extra patrol measures. Dean Griffin indicated their hotel is running at 100% capacity on weekends with guests citing safety, security, and a welcoming area as reasons to visit.

STRATEGIC ALLIANCE

Brad Segal and Erin Laetz of P.U.M.A., having previously presented a variety of components for the strategic alliance of three prominent Cherry Creek organizations, presented an operational blueprint for the board's review and endorsement. The proposed plan covered areas of structure, vision and mission, roles, staffing and board, budget, membership, and communications.

Three different alternatives of alignment were outlined with each organization remaining similar to how they operate today. To date, the CCN Foundation had not been activated with a 501(c)(3) status. What would be new would be a working title of the organizational umbrella under a preferred 501(c)(6) structure. The new business model would be contractually based, allowing the flexibility for organizations to opt out or join in. With a unified voice, the brand could be elevated nationally in further support of CCN small businesses.

A proposed umbrella organization board would consist of representation from each organization consisting of 9-13 members with 2-3 at large members. Under a new accounting system, revenue and opportunities could be leveraged. The membership structure for each organization would remain the same. The President and CEO of the BID would become the President and CEO of the new organization.

An important next step would be the name of the entity and how to brand it. Communications and branding would be packaged in an executive summary intended to convey the value proposition for property owners, merchants, chamber members, etc. Nick previously met with the new ad agency, Vladimir Jones, and

tasked them to help create a brand identity and name. Erin provided a sample communication piece of common questions people would have of the new organization.

Brad closed the presentation with next steps from May to July to endorse a plan, develop a timetable to phase in entities, finalize a new name/brand, communicate the value proposition to ratepayers and members, share the plan with City leaders, populate the new organization's board of directors, draft new organization bylaws and register with and file articles to the Colorado Secretary of State. August to September would further develop additional enhancements as necessary. A public launch of the new organization would be slated for October 2021.

Brad stated that both the chamber and business alliance endorsed the new organization and enthusiastic of the concept. Nick had a productive meeting with Bethany Gravell of the business alliance who outlined a legislative agenda and would be a contractor, not an employee. A phased-in approach over the next year or so would pull all staff and clarifying boards into a gradual entry under the new organization.

Dean thanked Brad and Erin for their presentation and updates. Dean asked the board for a motion to accept and proceed forward with merger negotiations.

Merger Negotiation Approval: Motion by Rosella Louis to proceed forward with merger negotiations. Second by Michael Moore. Vote: Unanimous in favor.

Nick also thanked Brad and Erin for their time and research through this process with much of the work flowing to Jeanne and staff, CLA, and Spencer Fane.

CEO REPORT

Nick stated his optimism with business good and continuing to recover. Workforce and transportation issues are headwinds that will be watched carefully. An eye will also be kept on Denver's *Waste No More* ballot initiative which would require all businesses, including housing, restaurants, hospitals, hotels and more, to provide compost and recycling pickup services. Nick is working closely with Visit Denver; the workplace initiative will be a part of that focus.

Operations – Richard Barrett

Richard Barrett stated the fountain at 1st & Fillmore is running and all light lanterns will be recovered along Fillmore to second. Turf replacement is taking place next week with major projects coming up such as the corner planters at each intersection, plant material replacement and additional landscape with year-round color. Richard expects to have a contract in place in June for those areas of sidewalk in need of repair. There will also be bench replacement similar to the ones currently in place.

Richard is still reviewing moveable planters more to scale due to events. An acknowledgement of appreciation was made to Manager Patrick Allison for his management of the physical environment and various vendors this year.

Marketing – Jeannie McFarland-Johnson

Jeannie presented two summer marketing events: Sidewalk Sale and Food & Wine. Print ads for each will run side-by-side in 5280 Magazine with correlating messaging through merchant participation, advertising, public relations, the CCN website and Food & Wine ticket sales through a newly created micro-website. Held over a 4-day period, ticket sales for the August 11-14 Food & Wine experience will launch mid-June. A portion of each ticket sale will donate to Food for Thought; a non-profit organization feeding children in need. Sidewalk Sale will be promoted by offering a \$500 gift card to a SWS participating merchant of choice.

Kate Lynch was instrumental in developing a tourism leads program in collaboration with the Cherry Creek Shopping Center. Tourism is critical in support of CCN businesses. Kate indicated approximately 100-150 combined leads arrive each week with specific interest in the Cherry Creek North shopping district. Jeannie provided a digital recap of marketing and public relations efforts around the Mother's Day campaign and CCN business release about Cherry Creek North.

ADJOURN

Adjourn: The meeting was adjourned at 9:34 a.m.

UPCOMING BOARD MEETING DATES:

- June 23, 2021
- July 28, 2021
- August 25, 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