
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Dean Griffin, Board Chair, called the meeting to order at 8:07 a.m. A quorum was confirmed.

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

Members absent: Jennifer Anderson, Matt Joblon, Calley McCue

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, Accountant

MONTHLY BUSINESS

Dean Griffin opened the meeting and asked for board approval of the October minutes based on their review.

Approval of Meeting Minutes: Motion by Lynda Campbell to approve the meeting minutes of October 27, 2021. Second by Michael Moore. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee**

Discussing the decreased assessed valuation, Lynda talked about fund reserves and the necessity to complete essential improvements to the district. Richard Barrett stated there would be a need to look at capital improvements for next year such as LED lighting. Jeannie Johnson added that despite small percentage trimming for certain GL codes, core marketing necessities were being addressed in addition to tourism projects.

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

CEO REPORT

Nick LeMasters discussed the continued progress of the alliance restructuring. Recalling the original management agreement for the Alliance to manage BID

affairs, Nick stated the Alliance will now contract with Cherry Creek North so that the BID can manage their affairs. The BID is a quasi-government entity currently enjoying a sales tax abatement which would be harmful if lost. Additionally, the BID is a member of the Colorado Employers Benefit Trust (CEBT), so this new navigation is meant to ensure that reduced benefit plan costs remain in place. The BID will also manage the Chamber's affairs.

Nick updated the board on the applicant interview process for those open seats scheduled to fill January 1, 2022. Nick then turned the meeting over to Board Chair Dean Griffin for January 2022 board nominations and vote.

Dean presented four nominees to the board for approval: Andy Boian, Jason Dorfman, Natalie Mahler, and Stephen Sturm. Board discussion ensued on the collective contributions the individuals would make on behalf of the district. Dean asked for the board's consideration and vote accepting the four individuals for the 2022 board positions. Appointments would be conditional pending Mayoral approval.

Approval of the board nominees as presented: Motion by Terri Garbarini to approve all four nominees for CCN board positions. Second by Lisa Tyler. Vote: Unanimous in favor.

In consideration and matriculation interest of the Chair, Vice Chair, Secretary and Treasurer positions due to terms ending, Dean presented the nominating slate of board officer acceptance for 2022 as follows:

Michael Moore, Chair; Lisa McInroy, Vice Chair; Karrie Fletcher, Secretary/Treasurer; Dean Griffin, Past Chair.

Approval of 2022 Board Officer Slate: Motion by Lisa Tyler to approve the officer slate commencing January 1, 2022. Second by Lynda Campbell. Vote: Unanimous in favor.

Operations – Richard Barrett

Richard discussed the recent holiday décor and light installation that included 30% more in S4 light drops from last year. Richard also discussed the City of Denver's transition to a contactless pay system for parking meters due to single use meters having outlived their usefulness. With Cherry Creek North being the first neighborhood to embrace this technology, Richard is working with the city on signage and other details in anticipation of a 2022 rollout in the district. Options are also being looked at to replace static directories in the district with digital interactive signage.

Switching to the topic of public safety, Richard asked for the board's approval to renew and expand the annual security contract to reflect 24/7 coverage with a slight

overlap in overnight shifts. Discussion ensued around the favorable safety and security presence experienced throughout the district.

Approval of Security Contract Renewal at 24/7 Coverage: Motion by Rosella Louis to approve the 2022 contract encompassing round-the-clock security. Second by Michael Moore. Vote: Unanimous in favor.

Marketing – Jeannie McFarland-Johnson

Jeannie updated the board on the 2021 Winter Wonderland holiday initiatives that are expected to see a strong Q4 finish due to a variety of advertising and PR campaigns. A ceremonial lighting on Fillmore Street the evening of the 18th will launch the opening of Winter Wonderland. Jeannie also stated the last 30 days realized a 16% increase in website traffic due to the stepped-up promotions. In response to Karrie Fletcher’s sponsorship question, Jeannie indicated that sponsorship conversations have begun in anticipation of 2022 event support.

ADJOURN

Adjourn: The meeting was adjourned at 9:19 a.m.

UPCOMING BOARD MEETING DATES:

- December 16, 2021
- January 26, 2022
- February 23, 2022

UPCOMING ACTIVATION DATES:

- Saturday Night Lights – December 18, 2021
- Cherry Creek Holiday Market – Through December 24, 2021
- Winter Wonderland Light Walk – Through December 31, 2021
- Domino Effect Light Art Installation – Through January 4, 2022