
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: Jennifer Anderson, Terri Garbarini, Dean Griffin, Sean Huggard, Karrie Fletcher, Rosella Louis, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Lynda Campbell, Matt Joblon, Bob Mattucci, Calley McCue

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

Representatives, Guests and/or Owners present:

CliftonLarsonAllen – Jason Carroll, Accountant

MONTHLY BUSINESS

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

Approval of Meeting Minutes: Motion by Rosella Louis to approve the meeting minutes of September 22, 2021. Second by Karrie Fletcher. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee**

On behalf of Lynda Campbell, Finance Committee Chair, Nick LeMasters discussed the impact of the unexpected reduction in assessed valuation in the district. As a result, management has re-evaluated the 2021 budget and made significant reductions (primarily in major projects) to increase the overall fund balance and moved dollars to the 2022 budget to ensure proper continuity of operations. Jeannie Johnson stated expenditures programmed for the Q4 holiday promotions remain untouched in order to leverage momentum that is currently enjoyed in the retail space. Some funds programmed for the Tourism and Retail Support categories were reallocated to the '22 budget.

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

CEO REPORT

Nick reminded the board that Friday the 28th would mark the last day to nominate candidates and receive board applications as the interview process will commence the following week.

Despite a number of transitional steps to go, Nick discussed the significant progress made with the CCABA approving new Bylaws that will effectively allow CCABA to begin the merger process as the overarching 501 (c)6 for the alliance organization; the BID organization will not change. The CCABA board will resign their board positions and take seats on the Issues Council. A new board will be created with representation from the BID, Alliance, At-Large, and CC Shopping Center.

Nick, Richard and Jeannie had a positive meeting with the Cherry Creek Arts Festival and is committed to meeting monthly with the festival team in discussion of customer and merchant experiences that will also protect district assets such as landscape and route access. Given the evolution of the district the past 20 years, Cherry Creek North will seek a year-round relationship that supports art appreciation while embracing the retail community.

Nick shared Q2 sales tax revenue numbers that revealed an extraordinary 64% increase generated from the CCN district for the January to June 2021 period over 2019. The numbers were exceptional considering the aberration of 2019-2020 circumstances due to COVID. The Mayor announced extended outdoor dining into next year, and Nick is hoping this dining feature will remain permanently.

Operations – Richard Barrett

Security continues to be a critical function. Richard proposed increased hours in anticipation of the 2022 renewal contract citing the evolution of nightlife activity given the emergence of new establishments. Richard also discussed conversations with the city around standardized parking signage including private residential garage design standards. Nick stated we were working with Transportation Solutions to provide parking options to employers for their employees.

Having met with one of the nation's leading providers of electric vehicle charging equipment, Richard stated the capacity to add charging stations at this time is not quite realistic but can grow through either private sector garages or perhaps private property owners choosing to replace paid parking spaces with EV charging stations. Richard anticipates the CCN neighborhood at the forefront embracing this change.

Richard will be presenting the 2022 holiday lighting contract at the next board meeting. He is exploring adding light sources at the base of existing art throughout the district for enhanced uplighting effects during evening hours.

Marketing – Jeannie McFarland-Johnson

In response to Terri Garbarini inquiring about the origins of visitor foot traffic to the district, Jeannie cited a combination of the shopping/dining gap in metro Denver and the collective public relations efforts through advertising that contributed to both day and night-time traffic.

Jeannie discussed the multi-layered advertising campaign around *Winter Wanderland* that will include a mixed and broad platform of billboards, visuals, TV and radio sponsors, print ads and, new this year, commercial advertising placement on transit buses routing into metro areas to increase visibility. An aggressive PR campaign has five press releases scheduled starting mid-November to coincide with *Winter Wanderland*.

Also new this year is Saturday Night Lights which will feature live performances and other entertainment. Complimentary treats will be offered at four different tents. The expanded holiday marketplace and new interactive light installation will culminate with the chance for visitors to win a shopping gift card to district merchants.

Discussion ensued around the November 26-28 *Small Business Weekend* and ways retailers might participate to leverage the increased foot traffic expected in the district this holiday season.

ADJOURN

Adjourn: The meeting was adjourned at 9:40 a.m.

UPCOMING BOARD MEETING DATES:

- November 17, 2021
- December 16, 2021
- January 26, 2022

UPCOMING ACTIVATION DATES:

- Holiday Market Opens – November 18, 2021
- Winter Wanderland Opens – November 18, 2021
- Saturday Night Lights – December 4, 11, 18, 2021