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**CALL TO ORDER | OPEN FORUM**

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**Call to Order / Open Forum**

Bob Mattucci, Board Chair, called the meeting to order at 8:01 a.m. A quorum was confirmed.

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

**Members absent:** No board members were absent

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

**Representatives, Guests and/or Owners present:**

CliftonLarsonAllen – Jason Carroll, Accountant

Public comment: There were no public attendees

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**MONTHLY BUSINESS**

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**Introduction:** Nick introduced Jeannie McFarland Johnson, new Director of Marketing & Communications, who was welcomed by the Board.

**Approval of Meeting Minutes:** Motion by Lisa McInroy to approve the meeting minutes of September 23, 2020. Second by Matt Joblon. Vote: Unanimous in favor.

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**COMMITTEES & TASK FORCE REPORTS**

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- **Finance Committee** – Lynda Campbell, Chair  
Jason discussed the 10/21/20 letter from Fiscal Focus Partners to the CCN BID to commence audit services for the calendar year ending 12/31/20.
- **Approval of 2020 Financial Audit:** Motion by Matt Joblon to approve the 2020 financial audit by Fiscal Focus Partners for the 2020 calendar year. Second by Lisa McInroy. Vote: Unanimous in favor.
- **September Financials**  
Jason indicated that by year-end, he's expecting to be on track with the ending fund balance and advised the board to expect revenue shortly through tax abatements and refunds. He's waiting on the final certifications from the City the end of November.

Rosella commented on the debt service line item shown as an asset. Jason indicated that a portion of property taxes were set aside to make payments on outstanding bonds.

- **Approval of September Financials:** Motion by Karrie Fletcher to approve the September financial statement. Second by Lisa Tyler. Vote: Unanimous in favor.
  
- **Nominating Committee –** Lisa Tyler and Bob Mattucci  
Bob and Lisa updated the board on the applicant interview process for the two open seats scheduled to fill January 1, 2021 to maintain the board level at 13 members. Nick was also involved throughout each interview process.
  
- Jennifer Anderson, of Janus Henderson, was nominated for board approval. Bob requested the board's consideration and vote on nominating Jennifer Anderson for the January 1, 2021 board position. Vote: Unanimous in favor.

Lengthy discussion ensued around candidate commitment for the second available board seat. The board agreed to have the Nominating Committee continue the interview process and present their final selection at the November meeting.

Bob raised the subject of matriculation for board member consideration and interest in the Chair, Vice Chair, Secretary and Treasurer positions. Nick reintroduced the idea of creating an executive committee with the prior Chair's involvement due to institutional knowledge. A vote would be required before changing anything in the By-laws.

## **HOLIDAY**

Introducing the subject of the impending holiday season, Nick reinforced the well-positioned opportunity that has presented itself given the outdoor space that can play to the district's strength.

Jeannie introduced the five main components of the holiday program to include 1) Winter Wonderland Light Walk; 2) Prismatic interactive art; 3) Cherry Creek Holiday Market; 4) Holiday Thursdays; and 5) Small Business Weekend. A sample print ad was shown with all 5 themes which will also be displayed on banners, windows and kiosks in the physical environment. Kate discussed the advertising spend and percentage distribution mix of media channels where consumers will be reached.

The marketing communication goals are meant to:

- 1) Improve CCN brand presence during the holiday season
- 2) Motivate foot traffic to the district and encourage exploration of all 16 blocks
- 3) Underscore bright, fun and **safe** holiday activities
- 4) Promote both Winter Wonderland and Small Business Weekend

Nick mentioned that Fetch Market is the preeminent presenter for these kinds of marketplaces, working with the merchant community to curate the finest merchandise. Blake Adams at Fetch Market has been asked, and has committed to, respecting the efforts of our existing retailers, not only by reaching out to them, but curating a merchandise assortment that's not competitive, but additive to the district. Jeannie also stated that Fetch Market is speaking to a different audience to attract new people to the district.

## **OPERATIONS UPDATE**

### **SECURITY**

Richard informed the board of the new security vendor starting Monday, November 2<sup>nd</sup> from 4pm-6am nightly. Public safety vehicles will be branded with Cherry Creek North and a phone number to call for any concerns. The new security team will have business cards and be about in the district to introduce themselves to merchants.

### **SNOW REMOVAL**

Richard has been working with the city and retailers regarding items to be removed from the right of way during snow events. An agreement has been made with the CC Shopping Center to dump snow that has been removed from the district.

### **PRESIDENTIAL ELECTION**

An election response plan has been created for a course of action should any protest activity occur pre- or post-election that would be impactful to the district.

### **COFFEE PROGRAM**

Richard is looking into a coffee for cops program or other appreciation program for DPD law enforcement for added visibility in the district.

### **DISTRICT CLEANING**

With a cleaning vendor change, approval was sought at today's board meeting for the new contract with Maintenance of Denver. As the meeting ran over, a quorum wasn't available for the verbal approval. For expediency, an approval request will therefore be conducted through email for quorum purposes.

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## **CEO REPORT**

Nick will wait on the quarterly sales report to provide more updated information at the next board meeting which will show what sales were like through the 3<sup>rd</sup> quarter.

Cherry Creek alliance discussions are taking on momentum. Nick has met with all of the parties and the next step is to bring the working group together.

In the course of Matt Joblon's development at the Equinox building, 245 St. Paul Street, Nick asked the board to recall the pergola built and purchased as part of the bond initiative of 2010. The pergola had to be removed and a suitable replacement of artwork was negotiated and commissioned on our behalf. The new artwork will become a part of the right of way and transition to our ownership. A copy of the artwork proposal will be shared via email to the board.

Bob wrapped the meeting citing the number of important issues to address and discuss.

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## **ADJOURN**

**Adjourn:** The meeting was adjourned at 9:57 a.m.

### **UPCOMING BOARD MEETING DATES:**

- November 18, 2020 – 2401 E. 2<sup>nd</sup> Avenue
- December 17, 2020 – 2401 E. 2<sup>nd</sup> Avenue

### **UPCOMING ACTIVATION DATES:**

- Winter Wonderland – Nov. 19 – Jan 3
- Prismatic Interactive Art – Nov. 19 – Jan 3
- Holiday Thursdays – Nov 19 – Dec 17
- Cherry Creek Holiday Market – Nov 19 – Dec 23
- Small Business Weekend – Nov. 27 – Nov. 29