
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Dean Griffin, Board Chair, called the meeting to order at 8:05 a.m. A quorum was confirmed.

Members present: Jennifer Anderson, Terri Garbarini, Dean Griffin, Sean Huggard, Rosella Louis, Bob Mattucci, Calley McCue, Lisa McInroy, Michael Moore, Lisa Tyler

Members absent: Lynda Campbell, Karrie Fletcher, Matt Joblon

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

Representatives, Guests and/or Owners present:

Spencer Fane – Tom George, Legal Counsel

Public comment: Sarah Lake, No Arena Bond Campaign member

MONTHLY BUSINESS

Dean opened the meeting and asked for board approval of the August minutes based on their review. Upon approval of the August minutes, public comment opened for external remarks/viewpoint.

Approval of Meeting Minutes: Motion by Michael Moore to approve the meeting minutes of August 25, 2021. Second by Rosella Louis. Vote: Unanimous in favor.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee**

On behalf of Lynda Campbell, Chair of the Finance Committee, Nick reminded the board of the statutory obligation to submit 2022 operating financials to the city by the end of the month. Nick also discussed necessary budget modifications from the preliminary assessed valuation due to a significant decrease that surfaced in the final AV. Nick then took the board through operating and marketing reductions made from the original budget to support the valuation change that would best serve the district in 2022. Revenue will be realized in the next year or two due to anticipated business development and new construction projects.

Legal counsel, Tom George, was present to witness the board officially open the published budget hearing to provide members of the public the opportunity to voice any 2022 budgetary concerns. With no public comment

related to the budget, the open period for remarks was then closed to public hearing and comment.

Approval of August financials: Motion by Rosella Louis to approve the August financial statement. Second by Terri Garbarini. Vote: Unanimous in favor.

Approval of 2022 Operating Plan and Budget: Motion by Bob Mattucci to approve the 2022 Operating Plan and Budget. Second by Michael Moore. Vote: Unanimous in favor.

CEO REPORT

Nick introduced and welcomed newest member to the Marketing team, Molly Keech, in the role of Marketing & Communications Manager.

Speaking to the strength of the Cherry Creek North neighborhood, an area map of the CCN district was shared with the board where Nick walked through current construction along with future and speculative property developments.

Nick updated the board on the open seat nomination process intended to cast a wide net for applicants through property owner and merchant outreach combined with digital application convenience. Nick expects to have a slate for the board at the November meeting.

Merger discussions continue with the aid of legal counsel, Spencer Fane. Formational documents are being gathered that are critical to establishment of the alliance. The CCABA board will dissipate in favor of the Issues Council.

Discussion ensued on the overall visitor and traffic impact of the Cherry Arts Festival over the Labor Day weekend at the relocated CC shopping center site. Nick will be meeting with the festival team to discuss next year and subsequent events and will come to the board with a recommendation at the October meeting.

Operations – Richard Barrett

Citing the holiday marketplace accomplishment from last winter, Richard updated the board on this year's expanded and upgraded event. Holiday light installation has begun through tree trunk wrapping and additional lighting in anticipation of the marketplace opening on November 18. Enhanced greenery and gift box décor will also be on display throughout the entire season.

Richard discussed the increase in investment for public safety and security with district lights as a core function of overall safety. Current and future landscape / hardscape projects were provided the board along with projects recently completed that included plant replacement, planter recoating and paver repairs.

Marketing – Jeannie McFarland-Johnson

Looking at a three-year strategic tourism plan, Jeannie updated the board on steps taken to work with and hire a consultant in developing messaging specific to attracting domestic and international tourists to the CCN district. Retailers are also being interviewed to thematically highlight groups of businesses by fashion for the BID's *News From The North* newsletter distribution. Further positioning CCN in the broader conversation, various articles, blog stories and gift guides will be strategically placed to provide greater CCN visibility and traffic direction to the CCN website.

Jeannie discussed the active public relations campaign in play to establish Winter Wanderland as an annual holiday tradition. In spending the same as last year, Jeannie will look to further diversify the advertising mix through TV, radio, print and digital campaigns.

ADJOURN

Adjourn: The meeting was adjourned at 9:27 a.m.

UPCOMING BOARD MEETING DATES:

- October 27, 2021
- November 17, 2021
- December 16, 2021

UPCOMING ACTIVATION DATES:

- Handmade in Colorado – October 2-3, 2021
- Holiday Market Opens – November 18, 2021
- Winter Wanderland Opens – November 18, 2021
- Saturday Night Lights – December 4, 11, 18, 2021