



Board of Director Minutes

Date: May 11, 2011

Attendees: David Steel, Mike Case, Melissa Oster, Lee Driscoll, Chris Dunn, Norm Smith, Bob Flynn, Christy Fitzpatrick, Don Sturm, Janelle Kenny

Absent: Charlie Kercheval, David Hadsell

Guests: Terry Adams, Cherry Creek Arts Festival; David Kenney, Paul Ryan, Ben Kelly, The Kenney Group; Jason Carroll, Clifton Gunderson; Richard Marshall, Nolte Associates; Bob Mattucci, The Sturm Group

BID Staff:

Julie Bender, Mike Blake, Kristi Omdahl, Kevin Wrede, Marcia Black

Call to Order:

David Steel, Chair, called the meeting to order at 7:36 a.m.

Open Forum:

None.

Presentation:

Julie Bender introduced David Kenney of The Kenney Group. David presented a PowerPoint presentation to the Board (enclosed in packet). David talked about the need for an advocacy voice for the business community in Cherry Creek North given its importance to the City's sales tax base and as a destination. He talked about the number of business and community leaders that the Downtown Denver Partnership (DDP) engages on its different board of directors and its organizational scope that goes beyond a BID. He mentioned that DDP, using its "umbrella" board, could speak for the business community with one voice and how its committee/board, structure engages stakeholders. David said that the DDP leads on every significant issue facing downtown Denver. He emphasized the importance of a work plan.

Norm asked about how the advocacy group would work on traffic and parking, two important issues for CCN. Norm observed that CCN sometime does not recognize the amount of influence it actually has. Chris Dunn asked about the impact of advocacy on rezoning and wondered if CCN is sometimes overly cautious in its discussions on this topic.

David Kenney spoke about his work with CCN almost twenty years ago and said he had not seen a marked improvement in its ability to influence City policy and practices. He said that the BID has an opportunity now with the amount of turnover in City government. He suggested that the BID is not as influential as it might be because it does not engage as much in overall City policy matters as much as some of its counterparts in the City, that the BID structure is inherently

limiting, that membership organizations focus on engagement, and that residents have a strong influence on the City's area planning.

He suggested a parallel to downtown before the creation of a 501(c) 6 when only the BID existed. He said the conversations surrounding leadership are similar. Among the potential benefits of a (c) six are (1) no imposition of term limits and no limit on the number of board seats. (2) In some cases, governments are expected to provide services to the BID but are not always recognized as leadership organizations. He said that the structural limitations issues should be addressed.

Although the BID board is doing well, there is a lost opportunity in capturing a broader group of leaders and that the City may not accord, BID's the same status as membership organizations because they ultimately approve the boards/budgets of BID's. He suggested that the BID evaluate the necessary key issues that CCN is facing, develop draft work program, and conduct a two-month study of the concepts that could be undertaken by a task force and would include some testing of the market.

After discussion by the board, ***Lee Driscoll made a motion to create a task force to examine the pros and cons of a 501 (c) 6 organization and make recommendations to the Board of Directors at the July 2011 board retreat. Don Sturm seconded the motion. The motion passed unanimously.***

Consent Agenda:

David Steel asked for review and approval of the April 13, 2011 minutes. ***Christy Fitzpatrick made a motion to approve, seconded by Norm Smith. Meeting minutes were approved unanimously.***

Chair's Report:

None.

President & CEO Report:

Julie introduced Terry Adams of the Cherry Creek Arts Festival. Terry said that the Arts Festival and the management team of the BID have been working closely to create an updated agreement with a draft being presented at the June 8th Board meeting.

Terry announced that every year the Arts Festival honors a distinguished patron and this year they have selected Cherry Creek North as the recipient. The District will be honored at the 21st annual gala event. Terry said that the Arts Festival is donating a piece of public art to the District and the call for entries will begin soon.

Julie handed out a document *30-60-90 Day Government Affairs Plan* (see attached), and reviewed it with Board members. Julie provided a brief follow up on the mayoral forum.



Julie reported that BID staff is working with the Cherry Creek Shopping Center on providing a shuttle between downtown Denver and Cherry Creek. Julie said that she and Mike Blake have met with Jayne Buck, Pat Lee and Nick LeMasters. The shopping center already provides a holiday shuttle (operated by Grey Line) for the downtown hotels, and they're working with BID staff to include a stop in Cherry Creek North this year.

Julie reported that the City of Denver begins repaving the streets in CCN on May 16th. The marketing staff will provide detailed schedules to constituents along with posting it on the BID website.

Committee Reports:

Audit & Finance Committee

Jason Carroll reviewed the April Scorecard (see attached in packet) along with the March 2011 financials. Jason said that we are below the year-to-date budget in CIC expenditures, which will catch up, as the completion of Fillmore Plaza gets closer to completion.

Jason said that the Audit & Finance Committee determined at the last meeting a schedule for the *2012 Budget Process with BID Committees and Board* (see attached in packet). Jason said he is checking with Jason Simmons of Piper Jaffray to see if the assessed property values are available from the City yet.

Marketing

Mike Blake updated the group on a new collaboration with Denver Museum of Nature and Science that involves their Pirates exhibit and features 6 life-size pirate statues throughout the District. A social media promotion has been developed to build awareness. Mike reported that the Marketing Committee met yesterday and has focused primarily on upcoming events. Mike confirmed that the Event Advisory Group (EAG) members were selected and approved at the April Board meeting. The new members attended an orientation meeting on April 26. The EAG meetings are scheduled monthly (with the exception of November and December) through the end of the year.

The "New North" grand opening celebration is scheduled for Saturday, June 25th and will host live music from 4 bands along with other activities and entertainment. Mike thanked Western Development for covering the cost of the concert.

Mike Blake distributed the event overview for the Grand Opening Celebration on Fillmore Plaza, which presented a total budget of \$67,600 in event costs with \$35,600 coming from the Capital Improvements budget (bond funds). Melissa Oster proposed funding the entire amount (\$67,600) from the Capital Improvements bond funds. After a brief discussion, ***Melissa Oster made a motion to allocate \$67,600 in bond proceeds, retaining the \$32,000 originally proposed from the general marketing budget for other purposes. Christy Fitzpatrick seconded***



the motion and the motion was passed unanimously. Mike said additional funds would be used in the holiday campaign.

Physical Environment

Dick Marshall of Nolte Associates gave a PowerPoint presentation beginning with the February 18, 2011 groundbreaking pictures. Short of any unpredictable weather, the Plaza should be substantially completed before the June 25, 2011, Grand Opening celebration. The project remains on budget.

Unfinished Business:

None.

New Business:

None.

Adjourn:

David Steel requested a motion to adjourn. ***Don Sturm made a motion to adjourn, seconded by Janelle Kenny. The meeting adjourned at 9:00 a.m.*** The next Board of Directors meeting is scheduled for June 8, 2011, at 7:30 a.m.