



Board of Director Minutes

Date: August 10, 2011

Attendees: Mike Case, Melissa Oster, Lee Driscoll, Chris Dunn, Christy Fitzpatrick, Janelle Kenny, David Hadsell, Charlie Kercheval, Bob Flynn, Norm Smith

Absent: David Steel, Don Sturm,

Guests: Jason Carroll, Clifton Gunderson; Richard Marshall, Nolte Associates; Kyle Chism, Frew Nations Group, LLC; Raylene Decatur, Decatur & Company; Bob Mattucci, The Sturm Group

BID Staff:

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

Call to Order:

Mike Case, Vice-Chair, called the meeting to order at 7:38 a.m.

Open Forum:

None.

Presentation:

Raylene reviewed the July 13th planning session notes stating the focus was not on the mission statement, but rather on supporting businesses in the District. The BID's purpose is to make this a more successful location for businesses to operate.

The Strategic Direction increased focus in key areas, including:

- 1) More effective branding for durable relationships
- 2) Executing online strategies
- 3) Promoting activities to bring more people
- 4) Data for creating a better business climate

The Board reviewed the draft Mission Statement and Statement of Strategic Direction, which will be used to build the Operating Plan. Raylene said with the correct framework, the Board quantifies the objectives and the staff handles the logistics to apply those resources. The Operating Plan will be finalized and presented at the September board meeting.

Consent Agenda:

Mike Case asked for a motion to approve the Statement of Strategic Direction. ***Charlie Kercheval made a motion to approve, seconded by Christy Fitzpatrick, and the motion was unanimously passed.***



Mike requested a motion to approve the June 8, 2011 minutes. ***Charlie Kercheval made a motion to approve, seconded by Dave Hadsell, and the June meeting minutes were unanimously approved.***

Mike requested a motion to approve the July 13, 2011 Board notes. ***Charlie Kercheval made a motion to approve, seconded by Dave Hadsell, and the July meeting notes were unanimously approved.***

Chair's Report:

Julie gave an update on the 501(c) 6.

President & CEO Report:

Julie said that work continues on the Cherry Creek Area Plan and is expected to wrap up by year's end. The focus group is making progress. There was a discussion among the board members.

Committee Reports:

Audit & Finance Committee

Jason Carroll of Clifton Gunderson reviewed the June 2011 financials and scorecard stating the budget is progressing as anticipated. Jason asked for a motion to approve the June 2011 financials. ***Charlie Kercheval made a motion to approve, seconded by Dave Hadsell, and the motion passed unanimously.***

Marketing

Mike Blake updated the Board on marketing efforts, including the success of the 50 lemonade stands during the Arts Festival. Current projections indicate that attendance at the Festival was up. For the first time in five years, 1,000 surveys are being conducted on customer demographics in the area. A report will be available at the October board meeting.

Physical Environment

Kevin said that 600 plants have been replaced throughout the District and environmental graphics are underway for warranty and repair. Kevin said there are skateboard deterrents being strategically placed throughout the sidewalks and damage repair is scheduled in the next few weeks.

Julie reminded the board about the Fillmore Plaza IGA, requiring the street to be closed 30 days per year. Sunday closures have been scheduled through Labor Day weekend, with the exception of the Food & Wine event. A schedule for 2012 is currently in progress.

Unfinished Business:

None.



New Business:

Charlie acknowledged that Julie represented the District at the International Council for Shopping Centers (ICSC) event, and did a great job.

Norm asked about the Cherry Creek Chamber's position and their mission's definition, which will be helpful for the new organization to unite the District.

Adjourn:

Mike Case made a motion to adjourn at 8:44 a.m., seconded by Charlie Kercheval. The next Board of Directors meeting is scheduled for September 14, 2011, at 7:30 a.m.