



CHERRY CREEK NORTH BUSINESS IMPROVEMENT DISTRICT  
MONTHLY BOARD MEETING  
Gart Conference Room  
299 Milwaukee Street  
August 11, 2010 - 7:30 a.m.

**Board members in attendance:**

Roy Weinstein, Chair  
Dan Feldman, Vice-Chair  
Amar Singh, Secretary/Treasurer  
David Steel  
David Hadsell  
Mike Case (1)  
Mark Bagher (2)  
Lee Driscoll (3)

**Staff:**

Julie Bender  
Mike Blake  
Kevin Wrede  
Kristi Omdahl  
Marcia Black

**Absent:**

Rosella Louis (1)  
Melissa Oster (1)  
Don Sturm (2)

**Guests:**

Raylene Decatur (Decatur Associates); Dick Marshall (Nolte Associates), Bob Mattucci (The Sturm Group); Thuy Dam (Clifton Gunderson); Paul Ryan (The Kenney Group)

**Call to Order**

Roy Weinstein, Chair, called the meeting to order at 7:35 a.m.

**Open Forum**

No comments.

**Presentation**

Raylene Decatur reviewed with the Board of Directors the draft mission statement, draft strategic plan and draft goals (see attached) for the Business Improvement District. Following discussion, ***Dan Feldman made a motion to approve the mission statement and the statements of strategic plan direction with the goals and objectives being approved at a later date. David Steel seconded the motion and the motion was unanimously approved.***

**Consent Agenda**

***Roy Weinstein called for a motion to approve the consent agenda, including the June 9, 2010 minutes. Dan Feldman moved to approve the consent agenda. David Steel seconded the motion and the motion was unanimously approved.***



### Chair's Report/Vice Chair's Report

Roy Weinstein asked David Steel, Board Development Committee Chair, to update the Board on the call for Board of Directors and Board Committee nominations according to Policy Governance Policy 4.9. David said that nominations of people interested in serving on the Board of Directors and Board Committees for 2011 are currently being accepted. There are three board positions available for 2011. A letter will be sent to all District electors during the month of August.

### President & CEO Report

The BID staff presented highlights of the summer marketing campaign and also reviewed the marketing goals through the end of 2010 (*see attached*). The banners with the new logo are being put up in the district along with the new street directories. The weekly BID newsletter has been separated into two different sections with a "Marketing Roundup" and the "BID News Neighborhood Happenings". Julie reminded the board about the second annual Food and Wine Festival CCN BID scheduled for August 20, and 21<sup>st</sup>.

Paul Ryan of the Kenney Group discussed Fillmore Plaza.

### Committee Reports

#### Audit & Finance

Amar Singh presented the June 2010 financials (*see information in packet*). *Amar moved to approve the June 2010 financials. David Steel seconded the motion and the motion was unanimously approved.*

#### Marketing Committee

David Steel, Mike Blake, and Kristi Omdahl recapped on the Marketing Committee Timeline for 2011-2013 Event Planning Updates. The 2<sup>nd</sup> annual Food and Wine Festival is scheduled for August 20<sup>th</sup> and 21<sup>st</sup>.

#### Outreach Committee

Roy Weinstein reported the Outreach Committee meeting for Friday, August 20, 2010 will be an appreciation breakfast held on Fillmore Plaza thanking constituents for all their assistance with the summer marketing events.

#### Physical Environment

Dick Marshall reported on the streetscape construction updates in the District (*see attached*). Dick reported that communication with the City of Denver continues with positive results, specifically with the Division of Forestry. August is a big month with the continuation of signage, directories and banner placements.

#### Unfinished Business

There was no unfinished business.

#### New Business

There was no new business.

#### Adjourn

The meeting was adjourned at 9:32 a.m.

The next Board of Directors meeting is scheduled for Wednesday, September 8, at 7:30 a.m.