



## Board of Director Minutes

**Date:** October 12, 2011

**Attendees:** David Steel, Mike Case, Melissa Oster, Don Sturm, Christy Fitzpatrick, Janelle Kenny, David Hadsell, Charlie Kercheval, Bob Flynn, Norm Smith

**Absent:** Lee Driscoll, Chris Dunn

**Guests:** Richard Scharf, President & CEO, Visit Denver, Charleen Pestana, Visit Denver, Jason Carroll, Clifton Gunderson; Tim Melchior, Dunn & Kiley; Chris Gleissner, City & County of Denver; Bob Mattucci, Realty Management 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 introduced Richard Scharf of Visit Denver, and his assistant, Charleen Pestana. Julie noted that she has served for 3 years on the Visit Denver Board of Directors, 2 years on the Executive Committee, and serves on the Strategic Partnership Committee and the Governmental Relations Committee.

Richard spoke about the importance of tourism for the City of Denver (*see PowerPoint presentation*).

**Consent Agenda:**

David Steel asked for a motion to approve the September 14, 2011 meeting minutes. Norm Smith made the correction that he was present at the meeting and not absent. Correction will be made. **Charlie Kercheval made a motion to approve, seconded by Norm Smith, and the motion was unanimously passed.**

**Chair's Report:**

David noted that the Capital Improvements Committee discussed the installation of a themed cherry in the middle of 1<sup>st</sup> Avenue. This project was placed on hold until all the capital improvements are complete.

**President & CEO Report:**

Julie asked Kevin to give update on the physical environment. Kevin said the last of the capital improvements are being completed and should be finalized by November. Winterization preparations are being made. Directory holders will have the finishing texture completed soon.



## **Committee Reports:**

### Board Development Committee

Norm Smith said the committee met on September 21<sup>st</sup>. There were 2 applicants interested in serving on the 2012 Board of Directors, Bob Mattucci and Mike Callas. Norm referred the Board members to their packet for a summary.

***2012 Recommendations for Board Members Ballots were distributed. Upon completion of tally, the Board unanimously approved Bob Mattucci and Mike Callas to serve full terms beginning in January 2012.***

Norm Smith had the Board members review the Board Development Committee's recommendation of 2012 Board Officers: Mike Case, Chair; David Hadsell, Vice-Chair; and Charlie Kercheval, Secretary/Treasurer.

***2012 Recommendations for Board Officers Ballots were distributed. Upon completion of tally, the Board unanimously approved Mike Case as Chair; David Hadsell as Vice-Chair; and Charlie Kercheval as Secretary/Treasurer.***

Norm had the Board members review the Recommendations for 2012 Committee Nominations. The Board voted unanimously to appoint committee members as listed for 2012 (*see packet for information*).

Julie said the BID has a Board representative serve on the Cherry Creek North Design Advisory Board and three representatives on the Cherry Creek Steering Committee. ***Charlie Kercheval made a motion to appoint Bob Mattucci as the BID representative for the Design Advisory Board and Julie Bender, Chris Dunn, and David Steel as the BID representatives on the Cherry Creek Steering Committee. Don Sturm seconded the motion and the motion passed unanimously.***

Norm Smith addressed the Board regarding the need for a Parking Committee. ***Don Sturm made a motion to approve Norm Smith as the Parking Committee Chair, Charlie Kercheval seconded and the motion passed unanimously.*** Norm will begin looking into the formation of a parking committee or task force.

### Audit & Finance Committee

Jason Carroll of Clifton Gunderson reviewed the 2012 budget filed with the City and then the August 2011 financials, which the Audit & Finance Committee approved on August 23, 2011.

### Marketing

Mike Blake said the Marketing Committee met on October 11, 2011. The fall/winter version of the directory is in print with a current count of 30,000 copies now. This year we will print approximately 60,000 directories, and next year is anticipated to be closer to 80,000. There are 60 distribution points. In the District there are 25 distribution points for the directories.



The marketing staff has sold 14 of the 16 advertising positions in the new directory, generating \$16,000 in revenue. The mobile app is a third of the way complete and is anticipated to be available by the holiday season.

Preliminary data from the consumer project surveys is being reviewed with plans to have the results by the November board meeting.

#### Cherry Creek Area Plan

A task force has been created which includes David Steel, Bob, Chris and Julie. Julie presented a PowerPoint presentation along with Chris Gleissner, Tim Melchoir and Kevin Wrede (*see packet*). The Board members discussed the importance of the Plan and the continued redevelopment of Cherry Creek. After their discussion, the Board made the following resolution:

#### Resolution 11-1011-04

It is the BID Board of Directors' desire to maintain and enhance a sustainable and successful Business Improvement District and to maintain and enhance the vitality and quality of life in adjacent neighborhoods over the next twenty years.

To this end the CCN Board recognizes the need for continued reinvestment and redevelopment and for the expansion of allowed uses within CCN. Therefore, the Board fully supports the City's effort to update the Cherry Creek Area Plan based upon the following:

- Maintaining and enhancing CCN as a viable mixed use community with an increased residential component within the District
- Providing for increased density and building heights in strategic areas and for expanded uses in order to allow reinvestment and redevelopment within the BID
- Encouraging the updating and renovation of outdated and obsolete buildings in CCN that detract from its economic success and the overall quality of its environment
- Ensuring a high level of quality design to protect and enhance the pedestrian experience and to preserve CCN's character

***Bob Flynn made a motion to approve the draft resolution, with edits as necessary, and David Hadsell seconded the motion. The motion passed unanimously.***

#### **Unfinished Business:**

None.

#### **Adjourn:**

***David made a motion to adjourn at 9:04 a.m., seconded by Charlie Kercheval.*** The next Board of Directors meeting is scheduled for November 9, 2011, at 7:30 a.m.