



Board of Director Minutes

Date: January 12, 2011

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

Guests: Paul Ryan and Ben Kelly, The Kenney Group; Jason Carroll, Clifton Gunderson; Richard Marshall, Nolte Associates

BID Staff:

Julie Bender, Kevin Wrede, Kristi Omdahl, Marcia Black

Call to Order:

David Steel called the meeting to order at 7:38 a.m.

Open Forum:

None.

Presentation:

Julie introduced Paul Ryan and Ben Kelly of The Kenney Group. Paul and Ben noted with the City's municipal elections scheduled for May 2, 2011, including Mayor and 4 council seats, the BID would like to host a mayoral forum, which is tentatively scheduled for Thursday, February 10th at 7:30 a.m. at the J.W. Marriott Hotel. After a brief discussion, David Steel asked board members to send any thoughts or questions that they have to Julie.

Consent Agenda:

David Steel asked for a motion to approve the December 8, 2010 minutes. Norm Smith made a motion to approve, seconded by Charlie Kercheval. Meeting minutes were approved unanimously.

Chair's Report:

None.

President & CEO Report:

Julie said that the City has approved the Fillmore Plaza IGA. The BID staff is currently working on a groundbreaking ceremony. Julie said that the Cherry Creek Area Plan continues. Julie said in addition to serving on Visit Denver's Board of Directors, she is also serving on their Executive Committee and the Governmental Relations Committee.

Committee Reports:

Board Development

David Steel announced that Roy Weinstein has resigned his position as a member of the Board of Directors. David Steel presented the Committee's recommendations for a nominee to fulfill



the remainder of Roy Weinstein's term with Janelle Kenny of Sol... Store of Lingerie. The Board of Directors voted unanimously to approve Janelle Kenny as a board member.

Audit & Finance

David Hadsell said that there was not an Audit & Finance Committee meeting held in December. Jason Carroll reviewed the November 2010 financials with the Board. David Hadsell made a motion to approve the November 2010 financials, seconded by Norm Smith. The financials were approved unanimously.

Marketing

Kristi Omdahl highlighted the 2010 holiday campaign recap (see report). A survey was distributed to merchants and will remain open until January 14, however the reports show that 80% of merchants showed an increase in sales over last year. Kristi reported that the Event Advisory Group has held 5 meetings to date and is working on developing an event plan. A draft application has been provided to Council Woman Jeanne Robb for neighbors to apply to be on the Event Advisory Group. The Marketing Committee has recommended Board approval of the 2011 Event and Promotional Calendar along with the 2011 Events and Promotions Guidelines. Norm Smith made a motion to approve the Events Calendar and Guidelines, seconded by David Hadsell, and the motion passed unanimously.

Physical Environment

Dick Marshall of Nolte Associates provided an update to the streetscape project and information on moving forward with the Fillmore Plaza changes (see report).

Unfinished Business:

Norm Smith asked if we receive City updates on parking for the District. Kevin Wrede said we can request reports. Kevin will be meeting with Public Works to discuss meter hours.

New Business:

None.

Adjourn:

David Steel requested a motion to adjourn. Norm Smith made a motion to approve, seconded by Charlie Kercheval. The meeting adjourned at 9:27 a.m. Next meeting scheduled for February 9, 2011 at 7:30 a.m.