

**CHERRY CREEK NORTH BUSINESS IMPROVEMENT DISTRICT
MONTHLY BOARD MEETING
Gart Conference Room
299 Milwaukee Street
November 10, 2010 - 7:30 a.m.**

Board members in attendance:

Roy Weinstein, Chair
Dan Feldman, Vice-Chair
Don Sturm (1)
David Steel
Mike Case (1)
Mark Bagher (2)
Lee Driscoll (3)
Rosella Louis (1)
Melissa Oster (1)

Board Members Absent:

Dave Hadsell
Amar Singh

Staff:

Julie Bender
Mike Blake
Kevin Wrede
Kristi Omdahl
Marcia Black

Guests:

Peter Park, Community Planning and Development
Cindy Patton, Public Works
Barbara Frommell, Public Works
Chris Gleissner, Public Works
Dick Marshall, Nolte Associates
Will Coffield, Nolte Associates
Bob Mattucci, The Sturm Group
Jason Carroll, Clifton Gunderson
Wayne New, Cherry Creek North Neighborhood Association
Trish Palamera Beck – Cherry Creek Steering Committee
Bob Flynn
Norm Smith

Call to Order:

Roy Weinstein, Chair, called the meeting to order at 7:39 a.m.

Open Forum:

N/A

Presentations:

Cherry Creek Area Plan Update

Julie Bender introduced Peter Park, manager of Community Planning and Development. Peter thanked everyone for participating in the plan and indicated that a lot continues to happen in Cherry Creek making it useful to do updates to guide future developments. The area has a significant amount of mixed use development. The plan is a good vision to help guide where we are today and where we are headed. Chris Gleissner and Barbara Frommell from CPD gave an update of the Cherry Creek Area Plan (See PowerPoint presentation).

Consent Agenda:

Roy Weinstein called for a motion to approve the October 13, 2010 minutes. *Rosella made a motion to approve the October 13, 2010 minutes. Mark Bagher seconded the motion. The motion was unanimously approved.*

Chair's Report:

None.

President & CEO Report:

Julie noted the BID presentation in the packet to the City Council Committee. Julie introduced Paul Ryan of the Kenney Group; they've started putting together ideas on how to raise the profile of the BID similar to the Downtown Denver Partnership. An idea is to have the BID host its own mayoral forum and have the candidates focus on business issues. Jeanne Robb said that in this discussion it's important to ask each candidate how they will contribute to the area, what their visions are for the city and Cherry Creek North, and how they will influence and support it. Don Sturm offered that American National Bank could host the meeting in the bank lobby.

Julie announced that Cherry Creek North is the location for the kickoff of Visit Denver's Mile High Holidays Campaign, which is a first for the District and will offer great opportunities for media and television coverage. The date is November 23rd at 10:00 a.m. and will be held in the 200 block of Fillmore. Notices will go out as soon as possible.

Julie began the year-end report beginning with Jason Carroll of Clifton Gunderson. Julie thanked both Clifton Gunderson and the Audit & Finance Committee members for their continued efforts and hard work.

Julie then introduced Kevin Wrede, Director of Physical Environment. Kevin presented highlights and achievements for physical environment. It was a successful snow removal season last year and this year should be just as well organized. Kevin commended the three district maintenance personnel who work behind the scenes and take pride in how the district looks.

Kevin stated the District continues working with Transportation Solutions and the marketing of RTD bus passes. The transfer of the Clayton Lane Garage management to Standard Parking has been successful and has maintained a high level of customer service. Kevin noted the new smart meters are in place throughout the district.

The district has purchased LED lights for the holidays which over time will provide a significant cost savings. He updated the Board on the Design Advisory Board (DAB) and the new guidelines that are being worked on.

Julie thanked Kevin and the maintenance crew along with the Capital Improvements Committee for a job well done; and also noted that our marketing team is in its second year. We anticipate that 2011 will be our best year ever. Julie said that the year-end report will be emailed to board members.

Committee Reports

Physical Environment – Capital Improvements

The agenda was modified to have the first committee report by the Capital Improvements Committee. Rosella Louis introduced Dick Marshall of Nolte Associates. Dick and Will presented a PowerPoint presentation regarding Fillmore Plaza (see attached PowerPoint). Dick reviewed the schedule and costs of the capital improvements process. The Board of Directors discussed the matter in depth. Upon completion of discussion, *Lee Driscoll made a motion to approve the use of the established 20% project contingency value for Fillmore Plaza (\$500,000) plus an additional \$550,000 from the overall project contingency for the Fillmore Plaza Hybrid Design/construction, insuring that no further contingency funds will be used for Fillmore Plaza. Dan Feldman seconded the motion. The motion passed by a vote of 8 to 1.*

Board Development:

David Steel thanked the Board Development Committee Members - Don Sturm, Jonathan Saiber, and Mike Case for all their hard work. Board nominees for the 2011 year have been selected. David Steel presented the Board Development Committee recommendations for 2011 Officers as follows: David Steel, Chair; Mike Case, Vice-Chair; Dave Hadsell, Secretary-Treasurer. The Board of Directors decision was a vote of 8-to-1 for David Steel, Chair (motion passes); a unanimous vote in favor of Mike Case, Chair; a unanimous vote in favor of Dave Hadsell, Secretary Treasurer.

David Steel presented the Committee's recommendations for new (First Term) Board of Director Members as follows: Chris Dunn; Christy Fitzpatrick; and Charles Kercheval. The Board of Directors unanimously approved the above.

David Steel presented the Committee's recommendations for nominees to fulfill the remainder of Casey Rosen's and Amar Singh's terms as follows: Norm Smith (Casey Rosen's Term); and Bob Flynn (Amar Singh's Term). The Board of Directors unanimously approved the above.

Audit & Finance Committee:

Julie said that a request has been made to the BID to do a cost comparison of administrative costs between the BID and the Downtown Denver Partnership. Jason Carroll of Clifton Gunderson is working on this request. Julie referred the board members to review the informational email (pages 23, 24) in the packet.

Jason Carroll presented the October 2010 financials to the board. *After review, Jason asked for a motion to approve the October 2010 financials. Dan Feldman made a motion to approve, David Steel seconded the motion. The motion was unanimously approved.*

Marketing:

Mike Blake presented the holiday press kit information for media. Channel 4 was here yesterday and that spot will air on television today. Mike noted all the other neighborhood publications and marketing messaging. Holiday décor will begin today in the district. Celebrity Santas are planned for December.

Mike said the Event Advisory Group has been established and has met two times. The group will host 5-7 constituents, 2 board members, and also have neighborhood representatives. David Steel noted that the BID has to agree to the composition of the Event Advisory Group as designated with Council woman Jeanne Robb, which will require a letter of qualification from people interested in serving as neighborhood representatives. *David Steel asked for a motion to maintain the agreed composition of outreach for the Event Advisory Group. Dan Feldman made a motion to approve the motion, Melissa Oster seconded the motion. The motion was unanimously approved.*

Outreach:

Roy Weinstein noted that the final Merchant Outreach meeting is scheduled for Friday, November 19th and will be just a fun get together. There will be no meeting for December. Julie said the Roy has done a great job with these meetings and that attendance has been good.

CEO Review:

Dan Feldman said that board members will receive year-end reports for the CEO review, noting it is the same survey that they received for the mid-year report. The committee can meet and will discuss the report at the December board meeting in Executive Session.

There was no new business. There was no unfinished business.

The meeting was adjourned at 9:42 a.m.