



Board of Director Minutes

Date: November 9, 2011

Attendees: David Steel, Don Sturm, Mike Case, Melissa Oster, Chris Dunn, Christy Fitzpatrick, Janelle Kenny, Norm Smith

Absent: Dave Hadsell, Charlie Kercheval, Bob Flynn, Lee Driscoll

Guests: Pete Meersman, National Restaurant Association; Jason Carroll, Clifton Gunderson; Bob Mattucci, Sturm Realty Group, LLC; Michael Callas, outdoor DIVAS; and Chris Crosby

BID Staff:

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

Call to Order:

David Steel, Chair, called the meeting to order at 7:37 a.m.

Open Forum:

None.

Presentation:

Prior to Pete Meersman's presentation on the National Restaurant Association, Julie passed around a Denver Post news article, "*Denver's Restaurant Scene is on Fire, and it's Nowhere Near Done*" (see packet). Julie noted there are currently 56 eateries in the District, which account for 36% of the total retail sales tax.

Julie introduced Pete Meersman of the National Restaurant Association. Pete presented a PowerPoint entitled *Restaurant Industry, 2011 and Beyond* (see packet).

Consent Agenda:

David Steel asked for a motion to approve the Board minutes from the October 12, 2011 meeting. Norm Smith made a motion, Mike Case seconded and the motion was passed unanimously.

Chair's Report:

David Steel recognized Don Sturm for his years of service on the Board of Directors. David then recognized Chris Crosby, who has previously served on the Board of Directors and has been a representative of the BID on the Design Advisory Board. Mike Case recognized David Steel for his six years of service on the Board of Directors.

David introduced and welcomed new 2012 Board members, Bob Mattucci and Mike Callas.



Mike Case announced the December 14th Board meeting will be a breakfast hosted by the JW Marriott, from 7:30-9:30 a.m.

President & CEO Report:

Julie gave a presentation on the *BID Task Force Report and the Cherry Creek Area Plan (see packet)*. Following her first presentation, Julie then gave the *2011 Year End Staff Report (see packet)*.

Julie pointed out a few highlights including:

- The BID's capital improvement streetscape project was completed on time and under budget. The District has been honored with a Merit Award from the International Downtown Association for "The New North."
- The BID's marketing efforts in 2011 have been focused on a stronger online program and an enhanced event/promotional program.
- The Audit & Finance Committee is working on vacancy and lease rates and will be able to document sales per square foot.
- The Cherry Creek Shopping Center has offered to run its holiday shuttle in the District with no cost to us. The shuttle will be between the Cherry Creek area and 3 Denver hotels.

Committee Reports:

Audit & Finance Committee

Jason Carroll of Clifton Gunderson reviewed the September 2011 financials and Scorecard, including the updated 5-year forecast. Jason said that Wagner Burke and Barnes will be handling the annual audit in February 2012.

Jason asked for a motion to approve the September 2011 financials. Norm Smith made a motion to approve, seconded by David Steel, and the motion passed unanimously.

Marketing

Mike Blake said that the new mobile application for smart phones will be released later this month, in time for the holiday campaign. Kristi Omdahl said that the marketing department is working to develop a new fashion-oriented event. They will be identifying a task force, with the goal of finishing a plan by March 2012. The proposed event will happen in September 2012 to close out the BID's summer event schedule.

Area Plan

Chris Dunn showed a PowerPoint presentation of the City developed baseline 3-D model of buildings in Cherry Creek North today, and a proposal for an appropriate amount of increase in height and density for the buildings.

CC 501c6 Task Force:



Julie said that the 501c6 Task Force is meeting twice a month. Members are Nick LeMasters, Bob Flynn, David Steel, and Bob Mattucci. The next meeting will host Brad Segal of Puma. Julie said the task force should have a recommendation for the Board by January 2012.

Unfinished Business:

None.

New Business:

None.

Adjourn:

David Steel made a motion to adjourn at 9:03 a.m. The next Board of Directors meeting is scheduled for December 14, 2011, at 7:30 a.m. at the JW Marriott.