
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Eric Buchanan, Board Chair, called the meeting to order at 8:04 a.m. A quorum was confirmed.

Members present: Eric Buchanan, Lynda Campbell, Karrie Fletcher, Rosella Louis, Bob Mattucci, Calley McCue, Marshall Miranda, Brett Pearson and Lisa Tyler.

Members absent: John Conway

Staff present: Nick LeMasters, Jenny Starkey, Brian Phetteplace, Sue Fry, and Jeanne Gabres

Guests present:

Spencer Fane, LLP – Rick Kron, Partner

Clifton Larson Allen – Jason Carroll, CPA

Oster Jewelers – Melissa Oster, Owner

Cherry Creek Oriental Rugs - Mark Bagher, Owner

Introductions of newly elected 2020 Board Members –

- Terri Garbarini - Garbarini
- Dean Griffin – JW Marriott Denver Cherry Creek
- Lisa McInroy – Western Assets Services, LLC
- Michael Moore – Moore for Life

Public comment:

- Emzy Veazy III

PRESENTATIONS

Cherry Creek North Gift Card Program

Brian presented an overview and historical performance of the CCN gift card program; established for District benefit in 2005. Some of the shared data included merchant participation increase over the years, partnerships, comprehensive holiday promotions and an analysis of peak redemption and overall sales volume. A larger conversation ensued around card affinity, fees and loyalty incentives.

Two potential action items emerged: 1) Leverage the overall neighborhood through merchant participation volume, and 2) Provide merchant-focused advisory services with an emphasis on small business.

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Calley McCue to approve the meeting minutes of November 6, 2019. Second by Lynda Campbell. Vote: Unanimous in favor (9-0). Motion carries.

Approval of Deferred Employee Compensation: Motion by Brett Pearson to ratify the approval to fully fund the employer contribution of 5% of the District's eligible employees' salaries for the year ended December 31, 2019. Second by Lynda Campbell. Vote: Unanimous in favor (9-0). Motion carries.

Chair Report:

Eric thanked the Board for their work and commitment and bestowed recognition awards to John Conway and himself as both will be stepping off the board.

CEO Report:

Nick discussed the Board's need for the most contemporary reporting and financial information and the impact on board meeting dates. Discussion ensued around amending the bylaws to correlate meetings dates reflective of financials. An action will be required by the Board to amend meeting date bylaw language to better leverage financial discussions.

Year-end achievements and highlights were provided by the Leadership team:

- 1) Sue Fry: Physical Environment Team
 - a. Improvements of Landscape, public right of way, maintenance funding
 - i. Tree replacement/maintenance & increase water efficiencies through much needed irrigation updates
- 2) Jenny Starkey – Marketing, Communications and Events Team
 - a. Comprehensive brand refresh through Karsh Hagan marketing agency
 - b. Digital strategies to raise awareness and infiltrate the marketplace
- 3) Brian Phetteplace – Economic Development Team
 - a. Visitor intercept surveys and research / impact of signature events
 - b. City collaboration on Parking Area Management Plan (AMP) to advance parking management strategy and curb lane management
 - c. Parking data dashboard to aggregate and understand occupancy/duration
 - i. Focus groups around quantitative data and analysis

Nick will advance conversation with the City around right-of-way enforcement with reference to a business model Tempe, AZ has along these lines.

Brian further updated the Board that collected data will be utilized for research, analysis and communications out to neighbors and retailers. Monthly and quarterly pedestrian counts will continue to post on the CCN website and in BID news. Parking meter utilization will also be posted to the website.

Nick mentioned a full-day retreat for the board to align priorities, strategies and guidance toward a clear path to take the District. Date to be determined.

Deferred employee contribution was revisited about the purpose of attracting and retaining employees. This will be an agenda item in 2020 with a comprehensive review, strategy and recommendation around metrics and measures of success.

COMMITTEES & TASK FORCE REPORTS

- **Audit & Finance Committee**
 - CliftonLarsonAllen financial consultant for the BID, Jason Carroll, relayed budgets are on track with any variances previously reported at the November 6, 2019 board meeting. There were no discrepancies in the reporting.
- **Strategic Marketing & Hospitality Committee**
 - Lisa Tyler discussed filming of the newly branded TV commercial, Small Business Saturday outcomes and added publicity received from Winter Fest. Light art installation was discussed for better alignment with Downtown Denver and Visit Denver holiday lighting efforts in 2020
- **Safety Working Group**
 - Marshall Miranda discussed the strong relations with the DPD and other proactive measures toward safety opportunities and priorities

Discussion ensued around the overall safety of the neighborhood to include an integrated camera system in support of a solid infrastructure and build strategy

ADJOURN

Adjourn: The meeting was adjourned at 9:32 am.

UPCOMING BOARD MEETING DATES:

- January 8, 2020 – 2401 E. Second Ave.
- February 12, 2020 – 2401 E. Second Ave.
- March 11, 2020 – 2401 E. Second Ave.

UPCOMING EVENT DATES:

- InSidewalk Sale – January 21-26, 2019