



Board of Directors

Meeting Minutes for October 11, 2017
Approved by the Board December 13, 2017

CALL TO ORDER | OPEN FORUM | PRESENTATIONS

Call to Order: Roy Kline, Board Chair, called the meeting to order at 8:08 a.m.

Members present: Roy Kline, John Conway, Marshall Miranda, Karrie Fletcher, Katie Friedland, Calley McCue

Members absent: Lynda Campbell, Chris Manley, Brett Pearson, Eric Buchanan

Staff present: Julie Underdahl, Jenny Starkey, Susan Fry, Brian Phetteplace, Caitlyn Dehn, Kate Lynch

Guests present: Jason Carroll – Clifton Larson Allen, Raylene Decatur - Decatur & Company,

Public Comment:

- Jen Newhouse (2 Pals and a Pup)
- Melissa Oster (Oster Jewelers)

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by *John Conway* to approve the meeting minutes of September 20, 2017. Second by *Marshall Miranda*. Vote: Unanimous in favor (6-0, Lynda Campbell, Chris Manley, Eric Buchanan and Brett Pearson not present), motion carries.

Marketing, Communications and Events Update: Jenny Starkey gave the following updates regarding the BID's Marketing, Communications and Events department:

Art Feast Recap – Art Feast took place October 7th and included 10 participating galleries and 5 participating restaurants. We estimated 350 attendees this year, about 100-150 more than last year.

Small Business Saturday (November 25) – Will celebrate CCN's 70% local businesses; Mayor Hancock will likely help kick off the day for the second year in a row.

Winter Fest (December 9, 10am-2pm) – 2nd annual event will expand event location outside of Fillmore Plaza and bring activation and programming throughout the entire district

Live + Work (October 24, 4:30-6:30pm) – BID to host residential, office, hotel representatives for networking opportunities with the CCN businesses

Zane Beadles Parade Foundation Partners Card (November 3-12) – Over 40 CCN retailers participating to offer 20% off every sale to Partners Card holders. All proceeds from Partners Card sales (\$60 each) go toward Brent's Place

Mile High Holidays Press Conference (week of November 13) – CCN will host VISIT DENVER's Mile High Holidays press conference



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Parking Directory: Jenny Starkey presented the updated CCN Parking Guide, 10,000 of which have been produced per demand of constituents. The guide demonstrates the variety of parking options in CCN (over 4,000 spaces throughout CCN).

Katie Friedland proposed a direct mailing of the parking guides to adjacent neighborhoods

Visitor Intercept Survey: Brian Phetteplace introduced Dave Berlin and Jake Jorgenson with RRC Associates to present the results from the 2017 Visitor Intercept Survey

The purpose of the Visitor Intercept Survey is to gauge overall visitors' perception of the District, where they were visiting from, spending patterns and why they chose to the BID.

The RRC team were out early July through mid-September and surveyed people on various days of the week and hours of the day to obtain an accurate sample of data. RRC conducted a total of 726 on-street interviews.

Old Business: None

New Business: None

Adjourn: Motion by *Marshall Miranda* to adjourn the Board meeting to Executive Session for the purpose of discussing the office lease. Second by *John Conway*. Vote: Unanimous in favor (6-0, Lynda Campbell, Chris Manley, Eric Buchanan and Brett Pearson not present), motion carries.

The meeting was adjourned at 9:24 a.m.