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**CALL TO ORDER | OPEN FORUM**

**Call to Order / Open Forum**

Eric Buchanan, Board Chair, called the meeting to order at 8:03 a.m. A quorum was confirmed.

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

**Members absent:** John Conway, Karrie Fletcher

**Staff present:** Jenny Starkey, Brian Phetteplace, and Jeanne Gabres

**Guests present:**

City and County of Denver

- Ashley Kilroy, Executive Director, Department at Excise and Licenses
- Molly Duplechian, Deputy Director of Policy, Department at Excise and Licenses
- Karsh Hagan
- Lauren Corna, Account Supervisor
- Nikki Baker, Associate Media Director
- HRS, Inc
- Dave Smith, President (via conference)
- David Ginsburg, Principal (via conference)
- Spencer Fane, LLP – Tom George, Partner
- Clifton Larson Allen – Jason Carroll, CPA

Public comment:

- Emzy Veazy III

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**PRESENTATIONS**

**City and County of Denver – Department of Excise and Licenses:**

Ashley and Molly of the Department at Excise and Licenses, for the City and County of Denver, presented a high level overview around basics and concepts of community consumption areas (CCA), entertainment districts (ED) and promotional associations (PA), where at least two liquor-licensed businesses join together for the purpose of applying for a CCA license. State law prohibits cannabis businesses from participating in a liquor license.

Two grid map examples of typical CCAs were provided with ideas for possible space provisions and accessibility along with discussion around street closure restrictions and event limitations throughout the year.



A request was put forth to include the presenter's contact information into the minutes.

Ashley Kilroy – 720.865.2739 or [Ashley.Kilroy@denvergov.org](mailto:Ashley.Kilroy@denvergov.org)

Molly Duplechian -- 720.865.2739 or [molly.duplechian@denvergov.org](mailto:molly.duplechian@denvergov.org)

**Karsh Hagan – 2019 Brand Campaign Launch:**

The June 11<sup>th</sup> media launch presented by Lauren and Nikki of Karsh Hagan, focused on three important initiatives for CCN: 1) story-telling tactics to drive awareness and excitement; 2) incorporate media with the ability to communicate a complex message, and 3) utilize highly targetable digital media for efficiency and trackability.

Harmonizing a strategic approach with a recommended media mix (rich media, paid social, native (matches the form and function of the platform upon which it appears), TV/Cable, and print, examples were provided around the August Food & Wine event, paid-social around parking alternatives (valet, public, off-street) with carousel ads on Facebook and Instagram, native and print mediums.

Next steps will contain digital implementations to include website design and functionality improvements, parking mapbox improvements, two-day photo shoot mid-June with a live brand mid-August. A holiday video shoot is also planned.

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**MONTHLY BUSINESS**

**Approval of Meeting Minutes:** Motion by Lisa Tyler to approve the meeting minutes of May 8, 2019. Second by Lynda Campbell. Vote: Unanimous in favor (8-0), not present: John Conway and Karrie Fletcher, motion carries.

**Chair Report:**

Eric Buchanan introduced HRS, Inc. search firm representatives Dave Smith and David Ginsburg via conference call who provided an update on the completion of the CEO Opportunity Profile.

Skills and performance specifications from the collective listening sessions included critical relationship management with other necessary and dynamic factors incorporated into the profile. Due to the District's development pace combined with an explosive office market growth that will manage to preserve the tone of the retail sector, tools necessary to attract the best candidates included an impressive organizational overview prepared by the BID's Marketing team that succinctly articulated and captured the evolution of the District's development, key demographics, and a variety of program areas significant to the District's success.



Final interviews will entail structured behavior-based questions to ensure the right individual with the necessary stature represents CCN as an impact player that elevates the distinction and prominence of CCN within the government sector.

Motion by Rosella Louis to approve and post the Opportunity Profile completed by HRS, Inc. Second by Brett Pearson. Vote: Unanimous in favor (8-0), not present: John Conway and Karrie Fletcher, motion carries.

A candidate search timeline from August – September to coincide with maximum board attendance was discussed to ensure a full range of local and out-of-state candidates, with September 25<sup>th</sup> slated for a special board meeting to vote on the final candidate.

Legal counsel, Tom George of Spencer Fane, provided background and details regarding maintaining candidate confidentiality, Sunshine law logistics and the ability of board members to vote by phone if unable to attend in person.

**CCN BID Board Director Nomination Process:**

Relative to board positions currently open, Lisa Tyler and Bob Mattucci provided a suggested process around nomination and selection methods. Any proposed changes will require board approval to amend the bylaws. Lisa Tyler will provide a copy of the final nomination process to Spencer Fane to ensure adherence to state and local laws. Discussion ensued over board members voting on individuals vs a board slate as well as the board attendance requirements.

Colorado statutes and requirements for board directors were discussed. Lisa will draft a letter for electors and will bring it to the next board meeting. This letter will accompany the nomination process announcement. A mid-July distribution is planned, it will provide a 15-day response period for those expressing an interest in a vacant seat. Board candidates will be interviewed, and the nomination process will begin.

**Interim CEO Report:**

Jenny Starkey updated the board on the recent election results and a change in City Council representation for the District. She will introduce new Councilman Chris Hinds at the August board meeting. Jenny will also set meetings with the Mayor and each City Council member to make sure they are familiar with the needs of CCN and to build positive relationships.

A recent meeting with Executive Director of Public Works, Eulois Cleckley, proved positive toward a collaboration between CCN and the City's Public Works department. Discussion of the Clayton garage sale, City funds and management of spaces, third party events and permits that affect our right of way were also discussed in addition to Denver Moves: Cherry Creek.



Jenny will keep the board updated regarding third party event requests and will work with Bob Mattucci to evaluate third party event guidelines for the District.

A reference to the May 9, 2019 DBJ article highlighting the development activity, attractiveness and vibrancy of small businesses and CCN was also brought up and included in the board packet. BID staff worked on securing many interviews for the DBJ's article.

A recommendation was made by Rosella Louis to consider the creation of a liaison committee that would work with the City to focus on issues that impact the BID.

## **COMMITTEES & TASK FORCE REPORTS**

### **Audit & Finance Committee:**

Due to time constraints, update was not presented to the board, meeting minutes included in board packet.

**Strategic Marketing Committee:** Due to time constraints, update was not presented to the board, meeting minutes included in board packet.

**Safety Working Group:** Due to time constraints, update was not presented to the board, meeting minutes included in board packet.

**Parking & Mobility Task Force:** Due to time constraints, update was not presented to the board, meeting minutes included in board packet.

## **ADJOURN**

**Adjourn:** The meeting was adjourned at 9:54 am

### **UPCOMING BOARD MEETING DATES:**

- July 10, 2019 – 2401 E. Second Ave.
- August 14, 2019 – 2401 E. Second Ave.
- September 11, 2019 – 2401 E. Second Ave. (extended 8-11am)
- September 25, 2019 – 2401 E. Second Ave. (special session 8-9 am)
- November 6, 2019 – 2401 E. Second Ave.
- December 4, 2019 – 2401 E. Second Ave.

### **UPCOMING EVENT DATES:**

- Cherry Creek North Sidewalk Sale – July 18 – 21, 2019
- Cherry Creek North Food & Wine – August 17, 2019
- Art Feast – October 5, 2019
- Small Business Saturday – November 30, 2019
- Winter Fest – December 14, 2019