



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, John Conway, Karrie Fletcher, Rosella Louis, Bob Mattucci, Calley McCue, Marshall Miranda, Brett Pearson and Lisa Tyler.

Members absent: Lynda Campbell

Staff present: Jenny Starkey, Brian Phetteplace, Sue Fry, Jeanne Gabres and Kate Lynch

Guests present:

APEX Design Group – Jessica Hernandez, Senior Transportation Planner
The Solesbee Group, LLC – Vanessa Solesbee, President
Spencer Fane, LLP – Tom George, Partner
Clifton Larson Allen – Thuy Dam, CPA

Public comment:

- Emzy Veazy III

PRESENTATIONS

APEX Design and The Solesbee Group:

The Cherry Creek North BID continues to work on the Parking Area Management Plan (AMP) in partnership with the City and County of Denver. Transportation consultants Jessica and Vanessa presented goals and recommendations that have developed out of the strategic process and multiple meetings with the City and community stakeholders.

This is the first Parking Area Management Plan that the City and County of Denver has partnered on with a business improvement district; all others have been in residential neighborhoods. The goal is to create a seamless parking experience that improves parking perceptions within the CCN District. A walk-through of actionable processes since the March 2019 kickoff identified specific points toward improved customer experience solutions.

The BID and City will be the lead on recommendations but need the support of other partners. Recommendations include a City-led pilot for a demand-based pricing method in the BID in 2020. Other recommendations include garage incentives, adjusted meter payments, short term spaces combined with data-use technology,



and updated messaging with a marketing plan designed in conjunction with the BID's agency of record, Karsh Hagan.

The City has posted a feedback survey on their website through July 31st in order to receive public comment on recommendations. The BID will distribute to all stakeholders, surrounding RNOs and BID constituents for feedback.

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Bob Mattucci to approve the meeting minutes of June 12, 2019. Second by Marshall Miranda. Vote: Unanimous in favor (9-0), not present: Lynda Campbell, motion carries.

Chair Report:

Board Nomination Process:

The nomination and selection method process crafted by Lisa Tyler and Bob Mattucci the month prior was discussed in finalization of a board vote. A letter providing official notice of board vacancies along with an application will be distributed on July 15th through email and postal distribution to property owners and other interested parties. The response period will end July 31, 2019 for qualified board seat candidates.

Motion by Rosella Louis to approve the proposed final nomination process. Second by Marshall Miranda. Vote: Unanimous in favor (9-0), not present: Lynda Campbell, motion carries.

Bylaws:

In conjunction with the nomination language and process, and to ensure adherence to state and local laws, legal counsel Spencer Fane will be reviewing the bylaws so they comport with the nomination language to make certain conflicts or discrepancies will not exist between the two documents. A new set of bylaws will be adopted at a future board meeting.

CEO Search Update:

An update of the CEO search process and timeline was provided by Calley McCue. National search consultant, HRS, Inc. has been, and will continue, to accept executive applications through July 12 at which time a deep dive and longer phone screens will determine top candidates for assessment testing. It was suggested that the field of candidates would be narrowed to five by the August board meeting for interview purposes, then subsequently paired down to two candidates for selection purposes in September. Executive sessions in both the August and September board meetings will kick off the CEO interviews and ensure confidentiality of each



candidate. A public announcement will be made prior to a special board meeting in late September in which the final candidate will be presented and voted on.

2020 Budget:

Jenny Starkey reported that a timeline has been established to present the 2020 budget. BID staff is working on the first draft of the budget now, and the Audit Committee will review the budget in August and hold a two-hour meeting to discuss details, make recommendations and present to the board in September. Along with the 2020 budget, the 2020 operating plan will be submitted to the board. Upon board approval, the budget will be submitted to the BID's accounting firm, Clifton Larson Allen for final submittal to the City in September.

Interim CEO Report:

Jenny Starkey reminded the board of the upcoming 3rd party event, SMASH Fine Art Festival, that is set to close down St. Paul Street from August 2-4, 2019. Jenny and Susan Fry met with the SMASH representative. The same pre- and post-walkthrough and debrief process will be followed as with the CC arts festival. A drafted outline of event policy and guidelines for hosting events in the Cherry Creek North district will be presented to the board in August or via email.

Art and garden spaces within the District were discussed along with a few areas of concern relative to construction and development where art may be located. There currently is no policy around art relocation or decommission of art structures within the District. Jenny has reached out to the City regarding their policy role with public right of way art and a review update will be provided to the board at either the August or September meeting.

Jenny introduced a new activation slated for February 2020 involving 25 light art installations throughout the District for a 4-week period. The activation is a first in Denver and will attract visitors and residents during a somewhat slower retail period (Q1). The light art installations have been temporarily installed in other like-cities around the country and have garnered media attention, sponsorship and hotel partnerships. This will be a pilot program to provide a wider reach with more public visibility in support of retailers and to benefit the District.

COMMITTEES & TASK FORCE REPORTS

Audit & Finance Committee:

Due to time constraints, an update was not presented to the board

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

Safety Working Group: Due to time constraints, an update was not presented to the board



Parking & Mobility Task Force: Due to time constraints, an update was not presented to the board

ADJOURN

Adjourn: The meeting was adjourned at 9:42 am

UPCOMING BOARD MEETING DATES:

- 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