
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Eric Buchanan, Board Chair, called the meeting to order at 8:08 a.m. A quorum was confirmed.

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

Members absent: Karrie Fletcher

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

Guests present:

Development Research Partners – Patty Silverstein, President
Denver City Council District 10 – Chris Hinds, Councilman
Denver City Council District 10 – Teresa St. Peter, Senior Aide
Spencer Fane, LLP – Tom George, Partner
Clifton Larson Allen – Jason Carroll, CPA

Public comment:

- Public comment was not made

PRESENTATIONS

Development Research Partners: State of CCN Economic Indicators

The economist for the BID, Patty Silverstein, presented a District economic update. Her presentation covered retail sales tax collections, assessed valuation, retail employment, office employment, retail real estate, office real estate and demographics.

An overview of the retail sales tax collections for 2018 and Q1 of 2019 were provided including the performance of the three largest categories: Restaurants/Hotels, Clothing & Accessories and Home Furnishings/Furniture. Macro trends in the retail industry were highlighted including the role of Internet sales on brick and mortar store locations. A copy of Patty's presentation will be provided to the board.

Brian Phetteplace briefed the board on the preliminary research that recently got underway that will look at best practices in other communities and include consulting with industry experts on strategies for navigating the current retail evolution that is occurring across the United States. Additional research via the International Council of Shopping Centers (ICSC) and the Urban Land Institute (ULI) will also be part of this outreach

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Rosella Louis to approve the meeting minutes of July 10, 2019. Second by John Conway. Vote: Unanimous in favor (9-0), not present: Karrie Fletcher, motion carries.

Chair Report:

Board Nomination Process Update:

Board Nomination Committee members Lisa Tyler and Bob Mattucci shared an update on the number of board seat applicants interviewed and their potential for future committee involvement. A balance will be sought in terms of representing a mix of constituents for the board going into next year. Bob and Lisa will present a summary at the September board meeting to include an overview of all applicants interviewed in addition to their recommendation for four applicants to move forward for vote as Directors.

Discussion then ensued around roundtable and other marketing ideas for hotels within the District.

CEO Search Update:

Calley McCue apprised the board of the afternoon's agenda for CEO candidate interviews conducted by consulting firm HRS, Inc. With a full schedule of interviews slated for August 14 and August 15, the board was reminded of the confidentiality of each candidate during and after the interview process.

Interim CEO Report:

Jenny Starkey readdressed the subject of art and garden spaces within the District. One particular piece has been discussed by a property owner for relocation consideration due to a development project commencing later in the year. A policy is being crafted regarding deaccession for the board's vote in September or October. As a reminder, the board voted last year on an art donation policy. Jenny will redistribute the policy for review.

Jenny and Sue Fry debriefed with the event organizer of the August 2-3 Smash Fine Art festival held on St. Paul Street. Although the event went well, attendance was low for a CCN-standard event due to lack of marketing and being a first-year event. A draft guideline for a third-party event standard will be circulated for review and board vote before the end of the year.

Recent news articles were discussed on visitor count and spend along with impending speed reduction in Cherry Creek that the City will be moving forward on.

Final creative is in the works around the brand refresh conducted by Karsh Hagan. A photo shoot was conducted in July with new advertising campaigns out August 26.

Merchants within the District came together as a unit to provide their location, clothing and other props that will be featured within the ad campaigns.

District 10 Councilman, Chris Hinds and Senior Aide, Teresa St. Peter were introduced to the board and will focus on priorities for the CCN district. Discussion ensued around the relationship between land use and transportation, and how development interfaces with Cherry Creek. Councilman Hinds will join in on monthly steering committee meetings. Multimodal transit issues and parking were discussed that included conversation related to the Chris Hinds Act.

COMMITTEES & TASK FORCE REPORTS

Audit & Finance Committee:

Lynda Campbell noted the 2020 budget will have another committee review at the end of the month with distribution to the board prior to the September meeting. During the period 2010-2017, no money was expended on infrastructure or preventative maintenance and the 2020 budget will reflect needed increases to address. The committee will not recommend a temporary mill levy reduction in 2020 and a summary of the current budget needs will be provided to the board, along with the draft budget, prior to the September meeting.

Strategic Marketing Committee:

Due to absences and summer holidays, the Committee did not meet in July, however, the next meeting is slated for August 27 per Lisa Tyler.

Safety Working Group:

Marshall Miranda reported that crime remains low in CCN as communicated by Denver DPD District 3. Off-duty police routinely provide patrols throughout the summer months, BID events and holidays. Discussion ensued around the usage of scooters within the District. The next committee meeting is slated for September 9th.

Parking & Mobility Task Force:

John Conway reported a great turnout at the previous PMTF meeting including new members due to transition and operations within the District. The committee reviewed parking communications and mockups for the enhanced website parking information, including maps, along with how SMARKING will be integrated to enhance data provided to the consumer.

Brian Phetteplace gave the group a presentation on visitor and pedestrian data statistics. The City was present at the meeting and provided activity and occupancy

data; both on and off the street. Brian will also present and demonstrate the new parking experience at the upcoming SMHC meeting.

Brian updated the board on preliminary results from survey respondents. Valet parking was not mentioned in the survey but will be incorporated in map information. A final AMP meeting is scheduled for September with closing recommendations. Brian is completing the scope with SMARKING that will power the parking data dashboard.

Executive Session: Eric Buchanan made a motion to enter into Executive Session at 10:12 am pursuant to section 24-6-402(4)(e), C.R.S., to conduct interviews of CEO candidates in order to maintain anonymity of the candidates and to determine positions relative to matters subject to negotiations, develop strategy for negotiations, and instruct negotiators regarding the same. Second by John Conway. Vote: Unanimous in favor (9-0), not present: Karrie Fletcher, motion carries.

The Board then entered into executive session. The executive session was recessed at approximately 5:00 pm and continued into Thursday, August 15 from 8:00 am-4:00 pm. The Board ended the executive session at 4:00 pm. No actions were taken by the Board following executive session.

ADJOURN

Adjourn: The meeting was adjourned on Thursday, August 15 at 4:00 pm.

UPCOMING BOARD MEETING DATES:

- September 11, 2019 – 2401 E. Second Ave. (extended 8-11 am)
- 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 Food & Wine – August 17, 2019
- Art Feast – October 5, 2019
- Small Business Saturday – November 30, 2019
- Winter Fest – December 14, 2019