
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Bob Mattucci, Board Chair, called the meeting to order at 8:07 a.m. A quorum was confirmed.

Members present: Karrie Fletcher, Terri Garbarini, Dean Griffin, Matt Joblon, Rosella Louis, Bob Mattucci, Calley McCue, Lisa McInroy, Marshall Miranda, Michael Moore, Brett Pearson and Lisa Tyler via conference phone.

Members absent: Lynda Campbell

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

Representatives, Guests and/or Owners present:

Spencer Fane, LLP – Tom George, Attorney
Clifton Larson Allen – Thuy Dam, Controller
Cherry Creek Oriental Rugs - Mark Bagher, Owner

Public comment:

- Emzy Veazy III

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Brett Pearson to approve the meeting minutes of December 18, 2019. Second by Marshall Miranda. Vote: Unanimous in favor (12-0). Motion carries.

Chair Welcome:

Welcome of new board members by Chair, Bob Mattucci with introductions made around the room.

CEO Report:

Nick discussed the Board's need for the most contemporary reporting and monetary information to closely align timing and preparation of monthly financials. Tom George provided two meeting draft options for board decision. Board discussion ensued and mutually determined an amendment of meeting date bylaw language for rescheduled dates from the 2nd Wednesday of each month to better leverage financial discussions. The board retreat has been scheduled for February 26 at which time the approval of the January board minutes and financial statements will take place.

Nick kicked off conversation around committee expansion structure to include both government affairs and nominating committees. The board was in favor of augmenting the existing committee roster with each proposed committee and will look largely to the CCN community for viable candidates and interest. Further discussion and a possible vote of committee officers will take place at the February board meeting.

The succession of vice chair to board chair was also discussed to ensure a fluid and consistent matriculation of individuals when terms are due.

A full-day retreat for the board to align 2020 priorities, strategies and guidance in support of a clear path forward for the District was agreed upon for late February.

COMMITTEES & TASK FORCE REPORTS

➤ **Finance Committee**

- Thuy Dam updated the Board regarding the upcoming 2019 Audit fieldwork that will begin in February. She also informed the Board that CLA would be closing out the BID fiscal year 2019 financials over the next two weeks. The draft Audit will be reviewed by the Finance Committee at their February meeting and presented to the Board at the March board meeting.

- **Approval of Financial Statement:** Motion by Brett Pearson to approve the November 30, 2019 financial statement. Second by Marshall Miranda. Vote: Unanimous in favor (12-0). Motion carries.

➤ **Marketing Advisory Committee**

- Jenny gave a recap of 2019 holiday events in addition to Oct. & Nov. analytical and digital reporting from Karsh Hagan
- Pedestrian counts showed a slight increase around Winter Fest
- An overview of the media relations efforts for holidays was summarized – full report and PR recap attached
- CCN BID will host “Grow with Google” educational courses in 2020; targeted toward BID retailers and focused on mapping, marketing, lead capture and ad placement. Google class schedule attached
- Meeting with a variety of merchants, Nick received an overall positive takeaway from the holiday as the average spend was up through more qualified buyers despite foot traffic being perceived as lower
- Nick will contact the City to get sales tax data toward future measurements
- Additional discussion ensued around meter rates and the need for the BID to work closely with the City toward right of way initiatives

➤ **Parking Mobility & Task Force**

- Brian Phetteplace updated the Board on the consumer Parking Focus Groups conducted the end of December 2019. Based on recommendations from the Parking Area Management Plan (AMP), the two focus groups held were comprised of people who park in CCN with a total of 15 participants ranging from ages 21 – 68. The top five takeaways were:
 - We're doing better than we thought – the participants gave the parking options and experience in Cherry Creek North a "B or B-" and were overall satisfied. CCN delivers on ample options, safety, reasonable costs and overall ease of parking
 - There is a lot of uncertainty and inconsistencies with parking garages – some are hard to find; pricing isn't as clear as it should be with tight spaces for getting in and out of vehicles with children and strollers
 - Technology is good – the use of applications to assist in finding parking options or to reserve a parking space is something desired. Creating a multi-garage parking pass like EZ Pass for toll roads was suggested
 - CCN has a compelling retail offering – the participants related that while they considered Park Meadows as a possible alternative to the District, they chose to drive and pay to park in the BID. They felt the stores and restaurants in CCN were worth paying to park and visit
 - First hour complimentary – the participants really like the idea of getting the parking garages to offer the first hour of parking for free as a way to incentivize and increase the use of spaces
- A parking FAQ sheet of information was discussed for merchant use and discussion with customers
- Brian will pull together collected data from the BID website and furnish to all retailers in a usable FAQ sheet

➤ **Safety Working Group**

- Sue reported the next safety meeting is scheduled for February 6 and is working with Nick on safety strategies
- Discussion ensued around the overall safety of the neighborhood to include an integrated camera system in support of a solid infrastructure and build strategy

Nick closed the conversation with a commitment to the board and the community to expect change within the organization with a greater focus on the visiting public along with retailers and property owners.

ADJOURN

Adjourn: The meeting was adjourned at 9:31 a.m.

UPCOMING BOARD MEETING DATES:

- February 26, 2020 – 2401 E. Second Ave.
- March 26, 2020 – 2401 E. Second Ave.
- April 22, 2020 – 2401 E. Second Ave.

UPCOMING EVENT DATES:

- InSidewalk Sale – January 20-26, 2020