



CALL TO ORDER | OPEN FORUM | PRESENTATIONS

Call to Order / Open Forum

Eric Buchanan, Board Chair, called the meeting to order at 8:05 a.m. A quorum was confirmed.

Members present: Eric Buchanan, Karrie Fletcher, Katie Friedland, Roy Kline, Jan Lucas, Brett Pearson & Marshall Miranda

Members absent: John Conway, Lynda Campbell, Chris Manley & Calley McCue

Staff present: Julie Underdahl, Jenny Starkey, Susan Fry, Jeanne Gabres and Brian Phetteplace

Guests present:

Jason Carroll & Anna Jones - CliftonLarsonAllen LLP
Raylene Decatur – Decatur & Co.
Tracy Broderick, Mary Dean, Lauren Corna - Karsh & Hagan
Patty Silverstein - Development Research Partners
Lisa Tyler – CCN retailer

Presentation: 2011-2019 Economic & Fiscal Impact Study - Patty Silverstein, Principal

Patty Silverstein contrasted the 2011 and 2018 economic indicators. Highlights covered to illustrate the changes in the District over that time period include:

- Higher than anticipated increase in residential units
- Substantial aggregate increase in assessed property taxes
- Higher than anticipated increase in total hotel rooms
- Increased retail sales tax generated throughout the District
- Significant increase in the portion of Citywide sales tax generated in CCN

Presentation: Marketing Awareness & Perception Study – Mary Dean, Vice President, Brand Strategy, Karsh & Hagan

Mary Dean discussed consumer awareness and perception of CCN, and Karsh & Hagan's strategic process to-date. Major observations and findings she outlined include:

1. CCN is the third most recognized retail District in the Denver area
2. “New locals” identify with CCN
3. Visitors are very likely to visit CCN
4. High income households are frequent visitors to CCN and spend more money than others
5. There is an opportunity to create “advocates” to help establish an emotional connection to the District
6. Millennials are more likely to shop than dine in CCN



CCN Report: Enhancing Mobile and Digital Awareness

Overview of Strategic Efforts in 2018 – Jenny Starkey, Director of Marketing & Community Relations, CCN BID

Jenny Starkey delivered a presentation outlining the evolution of marketing strategies in CCN from 2008-2018. She indicated the team will integrate marketing efforts with Karsh & Hagan's findings in 2019.

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Roy Kline to approve the meeting minutes of September 12, 2018. Second by Eric Buchanan. Vote: Unanimous in favor (7-0, not present: Lynda Campbell, John Conway, Chris Manley & Caley McCue), motion carries.

Audit Committee: Quarterly Financial Statements

Jason Carroll reviewed the BID's Quarterly Financial Statements. He indicated audit work will begin in February 2019 with approval anticipated in March 2019. Motion to approve the September 30th, 2018 Financial Statements was made by Eric Buchanan. Second by Brett Pearson. Vote: Unanimous in favor (7-0, not present: Lynda Campbell, John Conway, Chris Manley & Caley McCue), motion carries.

Chair Report:

- **Board Development Committee:** Eric Buchanan reported that Roy Kline, Jan Lucas and Chris Manley will be leaving the board. The Committee recommended expanding the size of the board by two additional seats. The Committee also recommended considering reviewing the Board attendance policy and allowing board members to call into meetings as needed.

A motion to change the BID board policy and expand the size of the board from 11 to 13 members was made by Brett Pearson. Second by Karrie Fletcher. Vote: Unanimous in favor (7-0, not present: Lynda Campbell, John Conway, Chris Manley & Caley McCue), motion carries.

President & CEO Report: Julie Underdahl

Julie Underdahl highlighted the following:

- Parking management agreement research is being conducted
- 18 new trees planted, irrigation system upgrades completed
- District lighting system update will be presented in December
- Small Business Report update
- December 8 is Winter Fest

Adjourn: The meeting was adjourned at 9:33 a.m.



Board of Directors
DRAFT Meeting Minutes
November 14, 2018

Upcoming Board Meeting Dates:

- December 12, 2018 – 2401 E. Second Ave.

Upcoming Event Dates:

- Small Business Saturday – November 24, 2018
- Winter Fest – December 8, 2018