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**CALL TO ORDER | OPEN FORUM | PRESENTATIONS**

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**Call to Order / Open Forum**

Eric Buchanan, Board Chair, called the meeting to order at 8:04 a.m. A quorum was confirmed.

**Members present:** Eric Buchanan, Karrie Fletcher, Rosella Louis, Bob Mattucci, Calley McCue, Marshall Miranda, and Brett Pearson.

**Members absent:** Lynda Campbell, John Conway, and Lisa Tyler

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

**Guests present:**

Karsh Hagan:

--- Tracy Broderick, President and Camille King, Design Director

--- Mark Stiltner, Associate Director Copy and Dave Cook, Executive Creative Director

CliftonLarsonAllen LLP:

---Jason Carroll

Public comment:

- Emzy Veazy III
- Mark Bagher
- Sarah McCarthy

**Presentations:**

**Brand Refresh:**

Tracy discussed how Karsh will be working with the BID to determine the right tactics around media, paid advertising, digital and website enhancements and how combined with parking tactics, all efforts will bring the brand to life in an integrated way.

Mark and Dave presented two possible creative concepts: 1) North of Normal, and 2) True North with feedback and discussion around refreshing the District's brand through color, photography, language choices and other graphic elements.

Next steps: Refine creative planning with the Strategic Marketing and Hospitality Committee, present final to Board when appropriate.

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**MONTHLY BUSINESS**

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**Approval of Meeting Minutes:** Motion by Rosella Louis to approve the meeting minutes of February 20, 2019. Second by Marshall Miranda. Vote: Unanimous in favor (7-0, not present: Lynda Campbell, John Conway, and Lisa Tyler), motion carries.



**Chair Report:**

Eric Buchanan updated the board on the executive CEO search as Julie Underdahl recently stepped down after 12 years in the role. The departure was amicable, with Jenny Starkey named as interim CEO. Eric indicated that several calls expressing interest in the role had been received and search firms were being considered. The goal is to select a search firm by the May board meeting and begin to conduct the executive search process.

Eric addressed recent seat vacancies with 3 board members having stepped down since the start of the year. The process for filling the seats is planned for August or earlier. In November of 2018, the board policy was changed to increase the number of possible board members to 13. The board can decide to keep the number of slots at 11 members if it chooses. 9 is the minimum number of members that is required. Discussion ensued around number advantages, timing, and constituent mix for the board.

**Interim CEO Report:**

Jenny Starkey updated the board on the following:

- Initiative 300 ballot issue set for May with a final resolution in opposition by the BID board sent to the Downtown Denver Partnership to support opposition efforts. Councilman Wayne New, District 10, also in opposition
- 2018 Annual Report distributed and mailed to commercial property owners
- Late guest introduction of Sarah McCarthy; Denver Clerk and Reporter candidate

**COMMITTEES / TASK FORCE REPORTS**

**Strategic Marketing Committee:**

Jenny updated the board on the 2019 event strategy focused on constituent events and enhancing the Live + Work + Stay events; every 6 months connecting offices and hotels to retailers. Karsh Hagan to launch a new constituent learning event to invite best digital practices for businesses to attract consumers.

**Safety Working Group:**

Marshall Miranda provided an update on the Halo project and also reported District incidents with the DPD reporting crime down 3%.

**Parking & Mobility Task Force:**

Brian discussed the parking technology app-like experience DIA is using and provided an update on the AMP process set to wrap in summer. Working with Apex Design regarding website enhancements and reported the high level of engagement from the March 21 AMP kickoff meeting. Great feedback from the SWOT analysis to formulate recommendations. April 25<sup>th</sup> will be the 2<sup>nd</sup> AMP meeting. A targeted outreach to parking garage owners is planned. The parking data dashboard is targeted for launch in coordination with the AMP recommendations that will be released in July.

**Adjourn:** The meeting was adjourned at 9:10 am

**Executive Session:** Eric Buchanan made a motion to enter into Executive Session at 9:11 a.m. to discuss the CEO search process/planning and the 2019/2020 board election process. Second by Brett Pearson.



**UPCOMING BOARD MEETING DATES:**

- May 8, 2019 – 2401 E. Second Ave. (extended 8-11am)
- July 10, 2019 – 2401 E. Second Ave.
- September 11, 2019 – 2401 E. Second Ave. (extended 8-11am)
- November 6, 2019 – 2401 E. Second Ave.
- December 4, 2019 – 2401 E. Second Ave.

**UPCOMING EVENT DATES:**

- Activation events – May 4, 11, 18, 25, 2019
- Cherry Creek Arts Festival – July 5 – 7, 2019
- 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