



## BOARD OF DIRECTORS

### AGENDA

November 14, 2018 | 8:00 a.m. – 9:30 a.m.

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## **LOCATION: 2401 E. 2<sup>nd</sup> Ave., Garden Level Board Room, Denver, CO 80206**

**Board Members:** Eric Buchanan, Lynda Campbell, John Conway, Karrie Fletcher, Katie Freidland, Roy Kline, Jan Lucas, Chris Manley, Calley McCue, Marshall Miranda, Brett Pearson

**BID Staff:** Julie Underdahl, Jenny Starkey, Brian Phetteplace, Susan Fry

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### **CALL TO ORDER | OPEN FORUM**

Call to Order – Eric Buchanan, Chair  
Open Forum – Eric Buchanan

### **PRESENTATIONS**

#### **2011-2019 Economic & Fiscal Impact Study**

- Patty Silverstein, Principal, Development Research Partners

#### **Marketing**

##### **Awareness & Perception Study**

- Mary Dean, Vice President Strategy & Insights, Karsh & Hagan

##### **CCN Report: Enhancing Mobile and Digital Awareness Overview of Strategic Efforts in 2018**

- Jenny Starkey, Director of Marketing & Community Relations, CCN BID

### **BUSINESS**

#### **Approve Minutes** – Eric Buchanan

- Board minutes – September 12, 2018 (Board action requested)

*Motion: "I move to approve the Board minutes for September."*

#### **Audit Committee** – Lynda Campbell, Chair

- Quarterly Financial Statements (Board action requested)

*Motion: "I move to approve the September 30<sup>th</sup>, 2018 financial statements."*

#### **Chair Report** – Eric Buchanan

- Board Development Committee
  - Expanding the Size of the Board (Board action requested)

*Motion: "I move to change the BID Board Policy to expand the size of the Board from 11 to 13 members."*



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- New Board Nominees (Board action requested)

*Motion: "I move to approve the proposed new board nominees."*

**President & CEO Report** – Julie Underdahl

**ADJOURN** – Eric Buchanan

**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

**ATTACHMENTS:**

- Strategic Marketing Committee
- Parking & Mobility Task Force