



## Board of Directors

Meeting Minutes for February 10, 2016

Approved by the Board on March 09, 2016

### CALL TO ORDER | OPEN FORUM | PRESENTATIONS

**Call to Order:** Roy Kline, Board Chair, called the meeting to order at 8:02 a.m.

**Members present:** Lynda Campbell, John Conway, Chris Dunn, Bob Flynn, Charlie Kercheval, Roy Kline, Chris Manley, Marshall Miranda, Brett Pearson, Calley Rigg

**Members absent:** Jan Lucas

**Staff present:** Julie Underdahl, Kevin Wrede, Jenny Starkey, Marian Tuin

**Guests present:** Brad Segal, Progressive Urban Management Associates; Jason Carroll, Clifton Larson Allen; Raylene Decatur, Decator & Company

**Public Comment:** (limited to 2 minutes per speaker): None

**Presentations:** Julie Underdahl introduced Brad Segal to the Board. Brad presented the overall scope of the retail mix project PUMA will be conducting on behalf of the District to include research of existing businesses in the BID, as well as new development, additional residential units, and concluding with recommendations for ongoing retail strategies.

### MONTHLY BUSINESS

**Approval of Meeting Minutes:** Motion by *Bob Flynn* to approve the meeting minutes of January 13, 2016. Second by *Charlie Kercheval*. Vote: Unanimous in favor (10-0, Jan Lucas not present for vote), motion carries.

**President & CEO Report:** Julie Underdahl reported to the Board on the ULI RETL Winter Symposium that took place in Cherry Creek North in January. She reviewed the report created by the symposium.

Julie also highlighted two press releases regarding the BID's partnership with the American Heart Association for iHeart Friday and the redevelopment in the District.

She mentioned the updates to the E. Third Avenue median modifications requested by the Cherry Creek Country Club neighborhood as part of their private development agreement with AmCap (Clayton Lane).

**Parking Task Force:** Roy Kline updated the Board on the task force and the strategies being discussed to enhance parking in the District.

**Audit & Finance Committee:** Jason Carroll presented to the Board the 2015 Debt Service Fund Budget Amendment due to the refinance of the bonds.



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*Charlie Kercheval* moved to open the public hearing for the 2015 Debt Service Fund Budget Amendment. Second by *Lynda Campbell*. Vote: Unanimous in favor (10-0, Jan Lucas not present for vote), motion carries.

*Roy Kline* opened the meeting to public comment for the 2015 Debt Service Fund Budget Amendment. There was no public comment.

The public hearing was closed.

*Lynda Campbell* moved to approve the 2015 Debt Service Fund Budget Amendment. Second by *John Conway*. Vote: Unanimous in favor (10-0, Jan Lucas not present for vote), motion carries.

**Strategic Marketing Committee:** Brooke Allison updated the Board on the strategic marketing committee's first meeting in 2016. She highlighted new committee members and reviewed the presentations discussed during the meeting.

Jenny Starkey, Director of Marketing and Communications, discussed the press release and activation strategy in February including iHeart Friday's in the District.

**Design Advisory Board:** Chris Dunn updated the Board on the new projects presented to the Design Advisory Board, specifically ANB Bank's plan to re-clad the brick on their building and potentially add first floor retail space. He reviewed the status of the Moxy Hotel project, (BMC Investment project on Josephine).

**Old Business:** None

**New Business:** None

**Adjourn:** The meeting was adjourned at 9:19 a.m.