



CALL TO ORDER | OPEN FORUM | PRESENTATIONS

Call to Order / Open Forum

Eric Buchanan, Board Chair, called the meeting to order at 8:06 a.m. A quorum was confirmed.

Members present: Eric Buchanan, Lynda Campbell, John Conway, Karrie Fletcher, Rosella Louis, Bob Mattucci, Calley McCue, Marshall Miranda, Brett Pearson and Lisa Tyler.

Members absent: Katie Friedland

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

Guests present:

Apex Design Group:

---Jessica Hernandez, Senior Transportation Planner

Karsh Hagan:

--- Tracy Broderick, President and Mary Dean, VP Strategy and Insights

--- Lauren Corna, Account Supervisor and Trevor Glassman, Director of Experience Design

CliftonLarsonAllen LLP:

---Jason Carroll

Public comment:

- Emzy Yeazy III
- Brent Snyder

Presentations:

Parking Area Management Plan:

Apex Design Group provided a recap of the Phase I work completed in Fall 2018 including parking occupancy data analysis, continued partnership/collaboration with the City, and peer city best practices research.

A brief overview of the scope of the Phase II scope was provided. An overview of the City's Parking Area Management Plan (AMP) process was provided. The District's Plan will be the first AMP the City is conducting in a commercial district. The timeline for the AMP process was provided that showed first stakeholder meeting occurring in March through the recommendations being made in July.

The BID AMP stakeholder committee will include representatives for a variety of stakeholder groups including the Board, Parking & Mobility Task Force, retailers, hospitality industry, parking garage owners, City Council and an adjacent neighborhood.

An early focus of the Phase II scope will be working on enhancing the parking perceptions and communications for the District. Apex will be partnering on this work with Karsh Hagan regarding marketing and branding.



Parking Communications:

Karsh Hagan presented an overview of the parking communications, messaging, and perception findings as part of their earlier work.

A proposed 2019 marketing and advertising plan was presented with a goal of creating a positive parking and visitor experience through two potential options. A Rich Media Unit was demonstrated that Denver International Airport (DIA) airport is using that features dynamic pricing, travel time, parking availability, etc.

Another option for the BID would be to employ native advertising through paid ads, driving users to the website and directing users on the CCN website for additional parking information.

A proposed prototype of a website was demonstrated that offers parking solutions with an intuitive layout that's mobile-ready while offering 3 different ways to find information. Examples were valet, parking garages, customer parking, parking meters and handicap accessible parking.

Technology could allow the consumer to create an itinerary for their shopping/dining experience. GPS is another tool to direct users to a garage on a map. Another option would be to place navigation to parking information from the home page. Technology is an area of opportunity related to parking communications for the BID. All of the proposed solutions will be evaluated to determine what can be executed in 2019.

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by John Conway to approve the meeting minutes of January 9, 2019. Second by Lynda Campbell. Vote: Unanimous in favor (10-0, not present: Katie Friedland), motion carries.

Chair Report:

Eric Buchanan welcomed new board members Rosella Louis and Bob Mattucci.

Eric Buchanan updated the board about the resignations of two board members that were recently confirmed. The timeline and process for filling those seats is still being determined with more details to follow at the next board meeting.

President & CEO Report:

Julie Underdahl updated the board on the following:

- New partnership between Karsh Hagan and Apex Design focusing on parking perception and communication
- Clayton Lane Garage sale timeline
- BID parking wayfinding funding request to the City – refer to letter in the board packet
- 1st Avenue corridor planning process
- Construction management and City requirements for parking plans from developers including covered sidewalks



COMMITTEES / TASK FORCE REPORTS

Strategic Marketing Committee:

Lisa Tyler provided feedback from the most recent meeting and highlighted the discussion around slower sales periods for merchants and potential strategies to increase foot traffic at those times. Jenny Starkey, Senior Director of Marketing & Communications, reported the District will be conducting an event audit.

Safety Working Group:

Sue Fry reported that Marshall Miranda had been recruited to serve on the Safety Working Group.

Parking & Mobility Task Force:

John Conway provided a brief update of the parking & mobility task force meeting that Apex Design introduced their Phase II scope overview at. Next PMTF meeting is on February 21st at 11:00 am.

Adjourn: The meeting was adjourned at 9:43 a.m.