



CALL TO ORDER | OPEN FORUM | PRESENTATIONS

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, John Conway, Karrie Fletcher, Katie Friedland, Roy Kline, Jan Lucas, Brett Pearson, Marshall Miranda and Brett Pearson

Members absent: Lynda Campbell, Chris Manley & Calley McCue

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

Guests present:

Jason Carroll & Anna Jones - CliftonLarsonAllen LLP

Tracy Broderick, President and David Stewart, VP Creative Technology Director - Karsh & Hagan

Jamie Fogle, Principal - Design Workshop

Dane Sanders, President - Clanton & Associates

Jessica Hernandez, Sr. Transportation Planner - Apex Design

Vanessa Solesbee, President - The Solesbee Group

Presentation:

Karsh Hagan Update:

Karsh Hagan gave a branding update. Tracy Broderick introduced David Stewart, who outlined the initial findings and covered topics including:

- Digital Content Strategy
- Google Places
- Simplify Content
- Update Map Box
- Expand Mobile Resources

Karsh Hagan will update the Board with more specific recommendation in 2019.

Preliminary Lighting Assessment and Recommendations

- Design Workshop, Jamie Fogle, Principal
- Clanton & Associates, Dane Sanders, President

Jamie Fogle and Dane Sanders reviewed preliminary findings regarding lighting at intersections with pedestrian level and street level lighting with LED lights.

Dane Sanders reviewed a variety of options, including priority intersections, different criteria, lumens and costs associated with each upgrade.



The Board asked questions regarding budget availability for lighting in 2019 which is approximately \$120,000.

Based on the final recommendations, the staff will look at other potential funding sources, depending on project need, implementation phasing.

Dane Sanders indicated the lighting study and implementation should include strategies to adapt to smart cities technology. The design team will be back in 2019 to update their recommendations.

Phase One: Best Practices Research – District Public Parking Management Strategies

- Apex Design, Jessica Hernandez, Senior Transportation Planner
- The Solesbee Group, Vanessa Solesbee, President

The Parking Team provided the following:

- Existing Condition Analysis
- Peer City Research
 1. Aspen
 2. San Diego
 3. Austin
 4. Seattle
 5. Portland
- a. The team discussed key takeaways from their research and provided initial recommendations including:
 - Leverage Existing Data
 - City Staff Collaboration
 - Stakeholder Engagement
 - Curb-side / ROW Management
 - Marketing and Public Relations Around Parking Issues in CCN
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- Relationship Building
- Parking Management Tools and Next Steps

The parking team will be back to provide updates to the Board in 2019.

2018 Year End Report

- Julie Underdahl/Staff

Julie Underdahl presented 2018 accomplishments, including:

- Advertising – increased budget has provided increased awareness and returns
- IPW Conference – Had long-term positive impacts for the District
- Advertising at the airport
- Visit Denver – tourism improvement budget has been positive for District



- Outreach – from kiosks to press work to brokers
- Digital Marketing – District’s future
- Events and marketing – a video highlighting year-rounds events was shown
- Consumer Marketing
- Economic vitality and retail recruitment, research
- Constituent Communications – lifeblood of the District
- Small Business Support
- Parking and mobility
- Physical environment including streetscape, maintenance, landscape
- Construction related services
- Safety
- 1st Avenue improvements
- Design advisory board
- Outdoor art
- Policy, advocacy, planning and partnerships

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Jan Lucas to approve the meeting minutes of November 14, 2018. Second by Marshall Miranda. Vote: Unanimous in favor (8-0, not present: Lynda Campbell, Chris Manley & Caley McCue), motion carries.

Chair Report:

Deferred Employee Compensation Contribution: Motion by Roy Kline to approve the deferred employee compensation contribution. Second by Roy Kline. Vote: Unanimous in favor (8-0, not present: Lynda Campbell, Chris Manley & Caley McCue), motion carries.

Board Members

- 2019 Board Officers
- Recognition of Outgoing Board Members

The Chairman identified five (5) new board members that have been selected. The Chairman thanked the departing Board members, Roy Kline, Jan Lucas and Chris Manley.

Adjourn: The meeting was adjourned at 9:29 a.m.