



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, Kim Corrigan, Karrie Fletcher, Katie Friedland, Marshall Miranda, Brett Pearson and Lisa Tyler. Rosella Louis was present via remote dial-in.

Members absent: Lynda Campbell, Calley McCue, Bob Megazzini and Bob Mattucci

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

Guests present:

Tracy Broderick, President and Mary Dean, VP Strategy and Insights - Karsh & Hagan
Thuy Dam – CliftonLarsonAllen LLP
Jeremy Dowdall – Victoria's Chocolates

Presentation:

Karsh Hagan Update:

Karsh Hagan gave an initiative recap from the December 2018 board meeting on recommended branding / messaging updates (digital content strategy, Google Places, content simplification, Map Box and expansion of mobile resources). Tracy Broderick introduced Mary Dean, who also reiterated the initial outline from the December 2018 meeting and covered additional topics including:

- Brand Essence and Messaging Platform Benefits
- Creating and Elevating Connections – the “new locals”; a key growth market
- Refresh of CCN BID Vision / Goals
- Next steps: Creative 2019 Campaign Platform

Karsh Hagan will update the Board with more specific recommendations at the February 2019 board meeting.

2019 Overview Report

- Julie Underdahl/Staff

Julie Underdahl presented updates in the following areas:

- Extended 2019 board meetings for the dates May 8 and September 11
- Connecting Karsh Hagan with the Parking consultants regarding public messaging



- Brian Phetteplace

Brian Phetteplace provided a presentation on the MotionLoft data for pedestrian count and visitor activity based on the prior two months worth of data. Findings included:

- Visitor activity by day, weather, holiday, weekends or weekdays
- Map activity with locations populated by visitors based on sensor data. Sensors can also be moved to capture data for more informed decisions within the District
- Website dashboard for monthly and quarterly data; creates a data-driven conversation
- Highest activity at 2nd & Detroit
- December 8, 2018 WinterFest event showed a 40% increase in visitor traffic which demonstrates the impact of Signature Events
- Sensors have the capacity to count vehicle activity, dwell time, etc.

Brian also discussed:

- Smarking (Smart Parking) – for data utilization and aggregate garages / peak times
- Targeting the end of February 2019 to get data from parking owners and taskforce representation of all parking

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by John Conway to approve the meeting minutes of December 12, 2018. Second by Marshall Miranda. Vote: Unanimous in favor (9-0, not present: Lynda Campbell, Calley McCue, Bob Megazzini, Bob Mattucci), motion carries.

- Revised Board Attendance and Board Phone-In policies:
 - Two policies up for vote with discussion ensuing to revisit the language at the February board meeting

Chair Report:

- Firm up language on phone/attendance policies
- Recognition of new 2019 board members

Adjourn: The meeting was adjourned at 9:38 a.m.

Executive Session: Motion by Eric Buchanan to enter into Executive session at 9:38 a.m. Second by Brett Pearson. Motion approved by board to adjourn into executive session to discuss Board Member policies and commitments.