CALL TO ORDER | OPEN FORUM | PRESENTATIONS

Call to Order:
Eric Buchanan, Board Chair, called the meeting to order at 8:06 a.m.

Members present: Eric Buchanan, Roy Kline, Marshall Miranda, Katie Friedland, Lynda Campbell, Brett Pearson, Chris Manley, Calley McCue

Members absent: John Conway, Karrie Fletcher and Jan Lucas

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

Guests present: Jason Carroll, Sandy Brandenburger & Anna Jones – Clifton Larson Allen LLP
Raylene Decatur - Decatur & Company
Pocky Marranzino, Tracy Broderick, David Stewart, Mary Dean and Lauren Corona - Karsh Hagan
Jayne Buck - VP Tourism, Visit Denver
Julia Penland - Western Development Group
Mandy Moscatelli – Show of Hands
Lisa Tyler – Business Owner

Presentation: 2018 BID Strategic Communication Overview
Jenny Starkey gave an update of the BID’s 2018 strategic marketing initiative. Jenny outlined Karsh Hagan’s scope, emphasizing their branding approach and implementation strategy. Julie Underdahl introduced the Karsh Hagan team. Each member of the Karsh Hagan team provided an overview of their specific role on the project.

2018 IPW Update: Visit Denver, Jayne Buck, VP Tourism
Ms. Buck described the May 19-23 IPW Conference to be held in Denver. She noted there will be 1,300 international buyers from 70 countries, 600 international journalists and 4,000 travel industry professionals. She stated that the District is a sponsor of this event, and will have several opportunities to market to the group. There will be 13 options for CCN tours associated with the conference. Jenny Starkey indicated CCN will be putting together a press kit and visitor booklet.

MONTHLY BUSINESS

Approval of Meeting Minutes: Motion by Lynda Campbell to approve the meeting minutes of January 10, 2018. Second by Roy Kline. Vote: Unanimous in favor (8-0, Karrie Fletcher, John Conway and Jan Lucas not present), motion carries.

Chair Report:
• 2018 CCN BID Scheduled Meetings – Eric Buchanan provided an update on the Block Captain Program and stated it would be solidified within the next week. Julie Underdahl has asked for volunteers.
• **Committee & Task Force Rosters** – Julie Underdahl stated that CCN BID has requested funding for additional security cameras per DPD District 3 suggestion. Councilman New has committed to identifying funding.

**President & CEO Report:** Julie Underdahl

- **2018 CCN BID Year End Report**
  Jenny Starkey stated the annual report is final and will be released this month.

- **1st & Steele Update**
  The BID has submitted a letter to the Director of Denver Public Works opposing the locally preferred alternative at 1st and Steele. Director Miranda indicated the proposed northbound one-way at Steele will limit business traffic and negatively impact revenues for adjacent businesses.

  Julie Underdahl indicated the Steele crosswalk (eliminated under current plan) needs to be maintained; CCN BID has scheduled a meeting with the Mayor to discuss.

- **Construction Standards Update**
  Julie Underdahl indicated the BID will work with construction companies and developers to have covered sidewalks on both sides of streets when construction projects warrant increased pedestrian safety. Eric Buchanan concurred that this seems like the right solution.

**Board Comments:**
Eric Buchanan opened meeting for Board comments.

- Chris Manley asked about the budget for Karsh Hagan
- Jenny Starkey was then asked to revisit the slide presentation and review again the budget for the two facets of the Karsh Hagan contract.
- Lynda Campbell stated that there needs to be caution in the re-branding and not to fall into “rabbit hole” with the hidden costs.
- Katie Friedland discussed the response of resident comments she has encountered, and agreed it was time to re-brand as her feelings are “we are losing our locals”.
- Raylene Decatur discussed the importance of the technology aspect that Karsh Hagan would bring and it how it is imperative that CCN BID upgrade its digital presence.
- Chris Manley requested that the CCN BID encourage businesses to post window signs welcoming IPW delegates.

**COMMITTEES / TASK FORCE REPORTS**

**Audit Committee – Lynda Campbell, Chair**
Lynda Campbell says the audit is ready for approval. Jason Carroll confirmed and stated that his office will submit to the City and County of Denver and file the report with the Auditor's office.

Motion by Brett Pearson to approve the 2017 Audit and filing. Second by Roy Kline. Vote: Unanimous in favor (8-0, Karrie Fletcher, John Conway and Jan Lucas not present), motion carries.
Strategic Marketing Committee:
Jenny Starkey reported that the last meeting was canceled due to weather.

Adjourn: Motion by Susan Fry to adjourn the Board meeting. Second by Roy Kline. Vote: Unanimous in favor (8-0, Karrie Fletcher, John Conway and Jan Lucas not present), motion carries.

The meeting was adjourned at 9:35 a.m.