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**CALL TO ORDER | OPEN FORUM | PRESENTATION**

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**1. Call to Order:** Bob Flynn, Board Chair, called the meeting to order at 7:35 a.m.

**Members present:** Norm Smith, Janelle Kenny, Jan Lucas, Lee Driscoll, Roy Kline, Dave Hadsell, Christy Fitzpatrick, Bob Flynn, Charlie Kercheval, Brett Pearson

**Members absent:** Chris Dunn

**Staff present:** Julie Underdahl, Kevin Wrede, Leslie Horna, Kate Martin

**Guests present:** Jason Carroll, Clifton Larson Allen; Raylene Decatur, Decatur & Company

**2. Public Comment** (limited to 2 minutes per speaker): Bob Beall addressed the Board concerning his CORA request.

**3. Presentation:** Bethany Gravell, Cherry Creek Area Business Alliance, presented the Board with CCABA's 2014 Annual Report and future plans of CCABA.

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**MONTHLY BUSINESS**

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**4. Approval of Meeting Minutes:** *Motion by Norm Smith to approve the meeting minutes of November 12, 2014. Second by Roy Kline. Vote: Unanimous in favor (10-0, Chris Dunn not present for vote), motion carries.*

**5. Chair's Report:** Bob Flynn introduced new Board member Brett Pearson and discussed the following policies:

1. Constituent comments at Board Meetings
2. Internal Record Retention Schedule

*Motion by Norm Smith to approve the Constituent comments at Board Meetings policy. Second by Jan Lucas. Vote: Unanimous in favor (10-0, Chris Dunn not present for vote), motion carries.*

*Motion by Roy Kline to approve the Internal Record retention Schedule policy. Second by Norm Smith. Vote: Unanimous in favor (10-0, Chris Dunn not present for vote), motion carries.*

Bob Flynn updated the Board about CCN's parking task force. He said that Ellen Ittelson will be working for the BID as a consultant.

**6. President & CEO Report:** Julie Underdahl presented the 2015 Operating Plan.



## Board of Directors

Meeting Minutes - January 14, 2015

Approved by the Board on February 11, 2015

### COMMITTEES | OTHER REPORTS

**7. Audit & Finance Committee:** Jason Carroll presented the November 2014 financial statements to the Board.

*Motion by Norm Smith to approve the November 2014 Financials. Second by Charlie Kercheval. Vote: (10-0, Chris Dunn not present for vote), motion carries.*

**8. Strategic Marketing Committee:** Jan Lucas reported on the successful Holiday season in CCN. Jan Lucas and Leslie Horna discussed engaging merchants/constituents.

Leslie Horna reported about our Free Valet Parking program during the holiday season. She suggested continuing offering this program in the future with more marketing (media, additional signage, etc.).

Jan Lucas informed the Board about the BID's upcoming month-long promotion of "I Heart Fridays" in cooperation with the American Heart Association.

**9. Design Advisory Board:** No report.

**10. Cherry Creek Area Business Alliance:** No report.

**11. Old Business:** None

**12. New Business:** None

**13. Adjourn:** The meeting was adjourned at 9:26 a.m.