
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Board Chair, Andy Boian, called the meeting to order at 8:00 am. A quorum was confirmed.

Members present: Paul Addo, Margaux Askeland, Andy Boian, Johnny DeBrito, Sean Huggard, Matt Joblon, Tony Jordan, Rosella Louis, Lisa McInroy, Carrie Newman

Members absent: Terri Garbarini, Michael Moore

Staff present: Nick LeMasters, Richard Barrett, Lisa Voss, Jeanne St. Onge, Pat Allison, Jessica Davis, Cynthia Ord

Representatives, Guests and/or Owners present:

CliftonLarsonAllen (CLA) – Thuy Dam, Principal, State & Local Government

Public Comment: No members of the public were present.

MONTHLY BUSINESS

Upon opening the meeting, the Chair requested board approval of the December minutes.

Approval of Meeting Minutes: Motion by Tony Jordan to approve the meeting minutes of December 19, 2024. Second by Paul Addo. Vote: Unanimous in favor.

- The Chair reminded the board that Colorado Revised Statute § 24-6-402 (2017) (CO Sunshine Law and Open Meetings Law) requires a vote at the first regular meeting of each calendar year for a designated public place to post meeting notices. The CCN BID's website will continue to be the designated site for public postings.

Approval of Public Meeting Notice Location: Motion by Johnny DeBrito to approve the CCN BID website as the public posting location. Second by Margaux Askeland. Vote: Unanimous in favor.

BOARD CHAIR REPORT

Board Chair, Andy Boian, introduced the recent nomination and mayoral appointment of Juan Padro to the Cherry Creek North board of directors. For the record, the Chair requested the board's ratification of the nomination approval.

Ratification Approval of New Board Member: Motion by Tony Jordan to ratify the newly appointed board nomination. Second by Margaux Askeland. Vote: Unanimous in favor.

COMMITTEE REPORTS

Finance Committee

Thuy Dam reported that December financials would not be available until February due to the financial closing of the year. Thuy will report on both December and January financials at the February meeting with a completed 2024 audit available to the board for approval in March.

At the December 19, 2024 board meeting, the board went into an executive session pursuant to Section 24-6-402(4)(e), C.R.S., for discussion of proprietary matters. The board unanimously approved a one-time, year-end discretionary contribution to the BID's 401a retirement plan.

Operations – Richard Barrett

With the application and review process completed for the open board position on the Design Advisory Board (DAB), the Cherry Creek North BID nominating group recommended principal architect Matt Cecere based on his expertise and relevant contributions to more than a dozen development projects throughout the district. Richard requested the board's approval to present the committee's recommendation to the mayor for an appointment to the advisory board.

Design Advisory Board Recommendation Approval: Motion by Matt Joblon to approve the Design Advisory Boards' nomination. Second by Carrie Newman. Vote: Unanimous in favor.

Richard updated the board on the now completed security RFP process detailing the requirements necessary to integrate emerging technology into current traditional security measures. Of the 25 companies that responded to the proposal process, two have been identified for the final review process before a decision is made. Richard also walked the board through 2025 priorities focused on leveraging public safety and deployment strategies, construction management due to the number of upcoming development projects, consumer-focused parking and mobility, in addition to landscape initiatives that will also include the University Blvd. median.

In further discussion of the current landscape vendor and tremendous value-add to the District, Richard requested the board's approval to continue forward in a two-year contract.

Approval of Landscape Contract: Motion by Johnny DeBrito to approve the two-year landscape contract with existing vendor. Second by Tony Jordan. Vote: Unanimous in favor.

Marketing – Lisa Voss

Lisa briefed the board on a marketing contract renewal in need of approval for media planning and advertising. Tourism advertising will be included in the media buy program to create added demand and brand awareness in promotion of Cherry Creek North as a hospitality destination. The renewal programming for this year's expanded contract will also include tactical messaging over a variety of vehicles including print, video, TV, digital and through influence groups for boosted engagement. Lisa also updated the board on increased public relations efforts locally and nationally, plans for a 4-part summer concert series, updated website launch anticipated for early summer, and smaller but more experiential events for merchants and residents in the District.

Approval of Advertising Contract: Motion by Johnny DeBrito to approve the media ad contract with existing vendor. Second by Tony Jordan. Vote: Unanimous in favor.

CEO Report – Nick LeMasters

Nick discussed the statistical overlay of the Cherry Creek area against business and residential properties, land-use and mixed-use patterns in the area along with opportunities to expand the District's current presence through legislation and city council partners.

NEW BUSINESS

There was no new business to discuss.

ADJOURN

Adjourn: With no further discussion, questions or comments, the meeting was adjourned at 9:24am.

UPCOMING BOARD MEETING DATES

- March 26, 2025 – 8:00am
- April 23, 2025 – 8:00am
- May 28, 2025 – 8:00am