
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Board Chair, Andy Boian, called the meeting to order at 8:02 am. A quorum was confirmed.

Members present: Andy Boian, Paul Addo, Margaux Askeland, Johnny DeBrito, Sean Huggard, Matt Joblon, Tony Jordan, Lisa McInroy, Juan Padro

Members absent: Terri Garbarini, Michael Moore

Staff present: Nick LeMasters, Pat Allison, Richard Barrett, Lanney Holmes, Marisa Lowe, Cynthia Ord, Jeanne St. Onge, Lisa Voss

Representatives, Guests and/or Owners present:

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

Public Comment: Colter Hocking introduced himself to the board during the public comment period as the new General Manager for the Clayton Hotel & Members Club.

MONTHLY BUSINESS

Board Chair, Andy Boian, called for and requested board approval of the July minutes.

Approval of July Meeting Minutes: Motion by Sean Huggard to approve the meeting minutes of July 23, 2025. Second by Lisa McInroy. Vote: Unanimous in favor.

In discussing the board's governing documents and Bylaws, the Chair proposed for the board's consideration lifting term limits to end the restriction and eliminate the waiting period between terms. Primary benefits discussed included the preservation of institutional knowledge and expertise by board members having already served one or two consecutive three-year terms along with the added consideration of relationships established with key stakeholders given the current and future changes to the district. Time and commitment to the board was stressed to drive strategic vision, provide consistent oversight and accountability, and advance the BID's mission for long-term success.

Motion to amend the Cherry Creek North BID bylaws to: 1) remove term limits and 2) eliminate the waiting period before a former member can be re-elected to the board.

Approval of Bylaw Amendments to Remove Term Limits and Remove Waiting Period: Motion by Sean Huggard to approve the proposed amended changes to the Bylaws. Second by Tony Jordan. Vote: Unanimous in favor.

COMMITTEE REPORTS

Finance Committee

Paul Addo discussed the total amount of money collected from the beginning of the year at \$9.4 million dollars. Paul noted that each department was currently underspent due to invoice timing.

Approval of the July financials: Motion by Tony Jordan to approve the July financial statement. Second by Sean Huggard. Vote: Unanimous in favor.

Operations – Richard Barrett

Richard discussed the completed landscape projects while giving acknowledgement and recognition to Operations Manager, Pat Allison for the stunning floral display throughout the district. September will commence the holiday light installation project in anticipation of the November million light launch in November. On the public safety side, Richard stated that Lanney Holmes is conducting a number of security insight audits to ensure the team executes against current plans in place.

Marketing – Lisa Voss

Lisa updated the board on the upcoming September 11th concert tribute and will provide a recap of this event in addition to a final audit of all events year-to-date. Discussion ensued around adopting a cross-generational and inclusive marketing strategy for audience expansion in addition to transforming the off-peak Sunday – Tuesday days through unique and promotional opportunities. The BID has collaborated with the German American Chamber of Commerce-Colorado Chapter on the September 20-21st Cherry Creektoberfest festival event. The marketing team is also developing a light-hearted construction campaign set to launch in September. Lisa is working with a new ad agency for a seasonal marketing campaign, and those holiday concepts will be presented to the board at the October meeting.

CEO Report – Nick LeMasters

Nick reiterated to the board the open board seat campaign taking place to fill any open seats by the end of the year. An editable PDF form will also be distributed to each board member for completion to affirm each member's elector status.

The board was also informed that the IKE digital kiosk project to install kiosks within the district for interactive wayfinding and other communications is still underway for final acceptance. A Request for Proposal (RFP) has been distributed to three (3) political consultants to help facilitate some of the projects the BID is either engaging in or exploring at this time.

NEW BUSINESS

There was no new business to discuss.

ADJOURN

Adjourn: With no further discussion, questions or comments, Chair Andy Boian moved the board to adjourn.

Meeting adjourned at 8:49am

UPCOMING BOARD MEETING DATES

- October 22, 2025 – 8:00am
- November 19, 2025 – 8:00am
- December 18, 2025 – 8:00am