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## **CALL TO ORDER | OPEN FORUM**

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### **Call to Order / Open Forum**

Immediate Past Chair, Lisa McInroy, called the meeting to order at 8:03 am. A quorum was confirmed.

**Members present:** Paul Addo, Margaux Askeland, Johnny DeBrito, Tony Jordan, Lisa McInroy, Michael Moore, Juan Padro

**Members absent:** Andy Boian, Sean Huggard, Terri Garbarini, Matt Joblon

**Staff present:** Nick LeMasters, Pat Allison, Richard Barrett, Jessica Davis, Marisa Lowe, Jeanne St. Onge, Lisa Voss

### **Representatives, Guests and/or Owners present:**

CliftonLarsonAllen (CLA) – Thuy Dam, Principal, State & Local Government  
Denver City Council, District 5 - Amanda Sawyer, Councilwoman  
Centro Inc. – Jamie Giellis, Founder and President

Public Comment: No members of the public were present.

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## **MONTHLY BUSINESS**

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Immediate Past Chair, Lisa McInroy, called for and requested board approval of the May minutes.

**Approval of May Meeting Minutes:** Motion by Johnny DeBrito to approve the meeting minutes of May 28, 2025. Second by Juan Padro. Vote: Unanimous in favor.

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## **PRESENTATION**

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Councilwoman Amanda Sawyer and consultant Jamie Giellis, presented on the proposed General Improvement District (GID) for the greater Cherry Creek area neighborhood. Referring to 2012 when the neighborhood-specific Cherry Creek Area Plan was implemented, Sawyer and Giellis discussed the evolution and benefits derived to both residential and commercial spaces. Planning and funding support, petition collection and favorable city council hearings could potentially result in a November 2026 special election for voter approval.

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## **COMMITTEE REPORTS**

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### **Finance Committee**

Paul Addo updated the board on year-to-date tax collections. With 2025 being a reassessment year for Denver, Thuy Dam also added that property owners will have received a Notice of Valuation (NOV) sometime in May detailing their property's new assessed value, and having the right to appeal. Thuy anticipates final assessed valuations available by August in anticipation of commencing the 2026 draft budget. The 2026 draft budget will also

be presented to the board for approval at the September meeting with a final draft due to the city and county of Denver by September 30<sup>th</sup>.

**Approval of the May financials:** Motion by Tony Jordan to approve the May financial statement. Second by Margaux Askeland. Vote: Unanimous in favor.

**Marketing – Lisa Voss**

Lisa reported on the high volume of people attending the June 12<sup>th</sup> tribute concert and thanked Alpine Bank for their support and sponsorship of the ongoing summer concert series. Lisa also discussed arts programming and certification efforts for the district through active engagement with residents, businesses and other organizations to strengthen Cherry Creek North's brand identification while attracting new visitors. Lisa updated the board that Jessica Davis on the marketing team will be relocating out of state. Lisa thanked Jessica for her tremendous contributions to the team and district merchants.

**Operations – Richard Barrett**

In working with a parking strategy consultant for signage and wayfinding solutions, Richard presented recommended strategies and priorities for improved parking in the district. Alignment of on-street parking rates, unified parking signage and branding, identifying existing commercial vehicle delivery access, loading zone enforcement and other alleyway modifications are anticipated to enhance safety and traffic flow. Upon completion of the design and build package, it is anticipated a Request for Proposal (RFP) will be issued by year-end inviting vendors to submit bids for this specific parking system project.

**CEO Report – Nick LeMasters**

Nick updated the board on a recent Longwoods International research presentation focused on tourism and behavior. In 2024, Denver welcomed over 37 million visitors. Despite the length of stay having decreased, single overnight stays were attributed to over 17 million leisure visitors. Approximately 29% of overnight stays generated by Colorado state residents will help to inform marketing decisions around potential repeat travelers to the Cherry Creek North district.

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**NEW BUSINESS**

There was no new business to discuss.

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**ADJOURN**

**Adjourn:** With no further discussion, questions or comments, the meeting was adjourned at 9:39am.

**UPCOMING BOARD MEETING DATES**

- July 23, 2025 – 8:00am
- August 27, 2025 – 8:00am
- September 24, 2025 – 8:00am
- October 22, 2025 – 8:00am