
CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

Board Chair, Andy Boian, called the meeting to order at 8:01 am. A quorum was confirmed.

Members present: Andy Boian, Paul Addo, Margaux Askeland, Johnny DeBrito, Matt Joblon, Lisa McInroy, Michael Moore, Juan Padro

Members absent: Terri Garbarini, Sean Huggard, Tony Jordan

Staff present: Nick LeMasters, Pat Allison, Richard Barrett, Lanney Holmes, Lisa Voss, Cynthia Ord

Representatives, Guests and/or Owners present:

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

Visit Denver – Richard Scharf, Lee Ann Benavidez, Justin Bresler & MC Genova

Sukle Advertising – Mike Sukle and Natalie Ross

Public Comment: No members of the public were present.

MONTHLY BUSINESS

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

Approval of September Meeting Minutes: Motion by Paul Addo to approve the meeting minutes of September 24, 2025. Second by Michael Moore. Vote: Unanimous in favor.

Immediate Past Chair, Lisa McInroy, proposed and requested board approval to re-elect and modify the term limits for the Board Chair position, and to amend Article III, Elected Officers, Section 6, which currently states: 'The position of Board Chair may serve a maximum of two (2) consecutive one-year terms,' to read: 'The position of Board Chair may serve a maximum of three (3) consecutive one-year terms.'

Approval of Three-year Chair Term: Motion by Lisa McInroy to modify and approve the re-election of the Board Chair position to a third term. Second by Paul Addo. Vote: Unanimous in favor.

PRESENTATION

Celebrating its 116th anniversary year in 2025, the Visit Denver leadership team provided an overview of metro tourism and economic impact, partnerships, integrated consumer marketing initiatives and convention business segments. A summary of work in such areas of community, sports and venues, art and culture, along with media coverage and press for Cherry Creek North, was also hi-lighted.

PRESENTATION

Sukle Advertising presented the board with the 2025 Cherry Creek North holiday campaign. Leveraging the benefits of live actors combined with other marketing strategies, the memorable ads are intended to capture consumer's emotional attention while boosting shopping engagement.

COMMITTEE REPORTS

Finance Committee

Paul Addo stated it was another good and consistent month with tax collection numbers strong. All incoming revenues resulted in a 99.79% collection to date compared to 100.09% at the same time last year.

Approval of September: Motion by Johnny DeBrito to approve the September financial statement. Second by Lisa McInroy. Vote: Unanimous in favor

NEW BUSINESS

There was no new business to discuss.

ADJOURN

Adjourn: With no further discussion, questions or comments, the meeting was adjourned at 9:30am.

UPCOMING BOARD MEETING DATES

- November 19, 2025 – 8:00am
- December 18, 2025 – 8:00am
- January 28, 2026 – 8:00am