

CALL TO ORDER | OPEN FORUM

Call to Order / Open Forum

On behalf of Board Chair, Andy Boian, Nick LeMasters called the meeting to order at 8:07 am. A quorum was not present to proceed with official business.

Members present: Paul Addo, Matt Joblon, Tony Jordan, Lisa McInroy, Randy Murray

Members absent: Andy Boian, Sean Huggard, Brad Farber, McClinton Heil, Daniel Louis, Patty Pogge-Mulvania

Staff present: Nick LeMasters, Richard Barrett, Jeanne St. Onge, Pat Allison, Marisa Lowe, Mara Kelley, Lanney Holmes

Representatives, Guests and/or Owners present:

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

The Pachner Company – Marcus Pachner, Founder and Skye Stuart, Principal

Articulation, LLC - Cassie Augustine, Chief Strategy Officer

Explore Communications – Mindy Gantner, President and Sarah Chapin, Media Director

Public Comment: No comment from the public was made.

PRESENTATION

Speakers from Articulation and Explore Communications walked through advertising and creative campaigns, presenting results from ad placements in both Colorado and Texas markets representing the Cherry Creek North brand. Sarah Chapin discussed consumer search behavior making a difference in campaigns where AI is playing a key role in decision-making by summarizing search queries and providing answers before people get to the sponsored ads. Hotel and tourism ad campaigns in a variety of media channels were shown with varying versions for both Colorado and Texas markets.

MONTHLY BUSINESS

Nick LeMasters noted that a quorum was not present. The approval of the minutes from the meeting on June 24, 2026 was postponed to the next regular meeting which will be held on Wednesday, August 26, 2026. At that time, and with a quorum, the minutes of the June 24th and July 22nd meetings will be approved.

COMMITTEE REPORTS

Finance Committee

With no quorum present, the June financials, in addition to the July financials, will be approved at the August 26th board meeting.

Paul Addo discussed revenue and expenditures with little to no variance. The Finance Committee previously discussed the reforecast which will add an additional employee to the marketing department. Summer concert costs were reduced due to consolidation into a single two-day event to be held in August only. Budgeting for potential arts initiatives has also been allocated into the reforecast. Richard Barret noted that approximately \$16,000 in savings from parking and wayfinding had been moved to public safety.

Skye Stuart and Marcus Pachner recapped on Mayor Johnston's State of the City address held the prior evening. Areas of homelessness, public safety, and downtown revitalization were some of the successes cited by the mayor in addition to his desire to have a universal childcare pilot program ready by fall 2027. Discussion also ensued around municipal sentencing ordinance and a task force to perhaps include a member of the BID.

In discussing signage and wayfinding, Richard updated the board on a possible pivot with some of the designs. The BID will also be monitoring the overall 20% reduction given the water use mandate for landscaping projects in the district.

Lanney Holmes stated the BID would be moving forward in a layered approach toward a comprehensive security program. Statistics are looking good showing a drop of 25% from January through June compared to this timeframe last year.

Marketing Specialist, Marisa Lowe, presented metrics for summer events. The French festival showed consistent year-over-year attendance with 4,600 visits compared to 4,500 at the 2025 festival. Visitor dwell time also increased with multiple purchases made showing positive festival returns according to merchants. All VIP sessions either reached capacity or sold out. Sidewalk sales met or exceeded goals with district-wide visitor metrics recording 85.3k visits over a 4-day period relative to the same timeframe last year at 83.3k visits. Attendance figures were not yet available for the 5280 *Top of the Town* food and wine event held on Thursday, July 16th.

The next scheduled event will be the two-day Cherry Groove music festival at the end of August featuring a DJ, live music and other activities. In partnership with the German American Chamber of Commerce, the 2nd year of the two-day *Creektoberfest* festival will follow in September.

Nick updated the board on the status of the VP of marketing position at close to 200 applicants. Interviews are being conducted with the position expected to fill the end of August or early September. Additional updates included the July 28th Bus Rapid Transit presentation to the Cherry Creek Alliance for Colorado Blvd. The other distinct matter of workplace mobility will be addressed as a separate concern. Lastly, Cherry Creek North has sponsored a table for the upcoming State of the Cities luncheon on the 29th of this month.

NEW BUSINESS

No new business was discussed.

ADJOURN

Adjourn: With no further discussion, questions or comments, the meeting was then adjourned at 9:31am.

UPCOMING BOARD MEETING DATE

- August 26, 2026 – 8:00am
- September 23, 2026 – 8:00am
- October 28, 2026 – 8:00am