

Nolte Associates, Inc.
8000 S. Chester Street
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Meeting Record

To: CCN Team, BID, PAG
From: Nolte
Project Name: Cherry Creek North
Subject: PAG Meeting
Meeting Date: August 20, 2009
Start/End: 8:00 - 9:30 am
Location: CCN BID

Meeting Telephone Conference Call

Following are the minutes of the above referenced meeting. The following people were present: FROM CCN BOARD/CIC CHAIR: ROSELLA LOUIS. FROM CCN BID: JULIE BENDER, MIKE BLAKE, KRISTI OMDAHL, AND KEVIN WREDE. FROM NOLTE: DICK MARSHALL, WILL COFFIELD, TIM MCCARTHY AND BRETT KOTH. PAG MEMBERS: JONATHAN SAIBER, RANDY SCHNICKER, DAVE HADSELL, DOUGLAS BRUGGER, ANNETTE WOODWARD, MIKE CASE, AND CORKY DOUGLAS.

Items in **bold** print indicate what action is required, who will perform the action and the deadline to complete action.

1. Welcome & Project Update

a) Introductions Made

- i. BID Introduction of the Marketing Team
 - (1) Mike Blake – Marketing Director
 - (2) Kristi Omdahl – Marketing Coordinator
- ii. Introduction of Nolte Associates
 - (1) Dick Marshall – Planning Manager
 - (2) Will Coffield – Engineering Manager
 - (3) Tim McCarthy – Associate Engineer
 - (4) Brett Koth – Associate Field Engineer

2. The committee approved the meeting minutes from the 6/11/2009 PAG meeting.

3. Design Update (Dick Marshall)

- i. Nolte – Project Management Team is Working on:
 - (1) 50% CD review and comments.
 - (2) Comparison of Nolte OPC and Design Workshop OPC and potential VE items.
 - (3) Parking meter layout and coordination with the city.

- (a) Kevin brought up that new meters may have pay by phone function.
- (4) Handicapped ramp alternatives to be presented to city.
- (5) Gateway monument signs/locations.
 - (a) Evaluating entry at University and First.
- (6) Task Order 6 and part of what that entails.
- (7) Nolte is developing communications plan and constructability/ contracting strategies.
 - (a) Meeting with contractors on irrigation, electrical, and underground.
- (8) Permits – Possible waiving of permit fees being evaluated for discussion.

4. Project Communications Planning

- i. Rosella Louis –
 - (1) Requested a Hot Line
 - (a) Brett Koth with Nolte could be at the end of the Hotline?
 - (2) Wondered whether a direct mail campaign would be effective in getting information out
 - (3) Would like to know how business owners, parking, etc. will be impacted on a daily basis.
 - (4) Requested that the project be named for search engine and branding purposes as well as marketing.
 - (a) BID stated- In process (3 possible names) and will be announced soon.
 - (5) Suggested doing a survey of all business owners before we start the project to find out how they would like to be communicated with.
 - (a) One person responded that we're never going to be able to please everyone and four to six different ways of communication is probably not practical.
 - (6) Suggested that we use NEW CCN Logo on all materials. Also suggested that we place Yellow Hard Hats with NEW CCN logo on counter tops that would have the website address on them.
 - (a) Great conversation piece and would also contribute to the attention of the website
 - (7) Mentioned that Cherry Creek Arts Festival does a great job of keeping people apprised as to when streets will be closed, etc.
 - (a) Contact Cherry Creek Arts Festival and see if we can get some helpful tips from them.
- ii. Kevin Wrede –
 - (1) BID creating a database containing business owners, managers, brokers, tenants.
 - (a) Work with the BID to gather information as we walk through the district.
 - (b) Correspondence could be sent via email.
 - (2) The district is collecting a list of BID constituents.
 - (3) Is trying to propose a unique situation that stays with what is in place.
 - (4) Some merchants/owners may find ways to capitalize.
 - (5) Suggested having Open for Business signs and perhaps listing the names of the businesses at the end of the blocks under construction.
 - (6) Reinforce parking – Where can you or can't you park?
- iii. Mike Case –
 - (1) Show the end result. Show how access is being maintained. Show timelines in advance. Show when items that affect store owners/public will be done. Work according to your stated schedule. If dates will be missed communicate them in advance.
 - (2) If there will be delays they need to be communicated ASAP.
 - (3) Suggested we "Train" people to go to the website. Also made mention of resources that BID may have that Nolte could piggy back off of. Also signage that contains the website address.
 - (4) Provide options for food service during closures.

- iv. Annette Woodward –
 - (1) Represents several hundred residents in the Cherry Creek area.
 - (a) Volunteered to be the point person for all residential questions during the construction period, to help provide updates and information.
 - (b) Suggested that it be mandatory that the construction traffic stay off of north/south running residential streets to minimize residential complaints.
 - (c) Stated that it would be important that contractors not cut through streets north of 3rd
 - (d) The neighborhood meeting could be a form for getting the word out, as well as emails and newsletters.
 - (i) Next meeting September 22, 2009

- v. Corky Douglas –
 - (1) Emphasized that we should promote the positive aspects of the project.

- vi. Dave Hadsell –
 - (1) Emphasized that we'll need to PUSH and not just PULL people into the available information. It would be imperative for us to reach out to businesses.
 - (a) People often won't seek information until after there is an issue.
 - (b) Breakdown the construction schedule in simple terms.
 - (2) A basic schedule would be helpful.
 - (3) Suggested we make sure that nothing is ever blocked off if construction isn't actually taking place in an area.

- vii. Jonathan Saiber –
 - (1) Emphasized need to make sure that UPS/FEDEX delivery can still be made during construction. Suggested Demolition efforts especially to be made before stores open.
 - (a) Check to see if we can get modified working hours approved from CCD to begin work earlier in the day.
 - (2) If sidewalk closed or construction is going on along a street we put up placards showing business names and ways to access them currently. Also use of temporary 'bridges' possible?
 - (3) Sidewalk shutdown is a huge concern.
 - (4) Per Brent Loyd design in Vail had UPS/FedEx deliver packages to the project manager, and the project manager could deliver personally to the businesses.

- viii. Douglas Brugger –
 - (1) Talked about his experience of running a business that was next to a 4 story construction project for approximately 2 years. Sidewalks were closed off for long periods of time and business suffered because of it.
 - (a) Need to keep sidewalks open as much as possible, or build temporary sidewalks?
 - (b) Accessibility and length of construction are important.
 - (c) Posed question on diagonal crossing downtown.
 - (d) Where to locate port-a-potties?
 - (2) Suggested an Open House Event at perhaps the Marriott.
 - (a) Everyone really liked this idea of 'zooming out' a bit and really celebrating what has been done to date as well as what's about to take place in the District.
 - (3) Suggested tying website to the BID newsletters. Custom newsletters?

- ix. Randy Schnicker –
 - (1) Project office at street level.
 - (2) Need one on one communication of issues.

- x. Brett Koth –

(1) Discussed that door to door communication would help produce and or revise the overall construction schedule. It was clear that door to door communication would be an ongoing necessity throughout the entire project.

xi. Julie Bender –

- (1) Work groups need to be ongoing.
- (2) Communication is critical and ongoing, and is the most important aspect of the project.

xii. Other –

- (1) Need to monitor events, merchant and BID events, and be compatible.
- (2) Don't bury notices in other emails.
- (3) Could project management team communicate closures and duration of closures, and possible alternatives?
- (4) No blocking without activity.

5. Next Meeting:

- a) PAG meetings will be held on the second Thursday of every other month from 8:00 am to 9:30 am at the Cherry Creek North BID office.
- b) Next meeting tentatively set for October 8, 2009 at 8:00 am.

END OF NOTES

The record herein is considered to be an accurate depiction of the discussion and/or decisions made during the meeting unless written clarification is received by Nolte Associates, inc. within five (5) working days upon receipt of this meeting record.
