



Minutes of the Meeting  
Business Improvement District  
February 17, 2011

In attendance: Clint Hensley, Jessie Cormany, Vic Almen, Chuck Englund,  
Guests: Kimberly Nowland, Mike Baker, and Matt Carpenter, Susan Wolbrueck

1. **Welcome/Introductions:** Meeting commenced at 9:05.
2. **Minutes:** Motion to approve minutes made by Chuck Englund, seconded by Tim Haas, and approved unanimously. Chuck Englund moved to approve to pay Kimberly \$30.00/ month to take Minutes for the BID, seconded by Tim Haas, and approved unanimously.
3. **Finance – update from Mike Baker:** The 2010 financial activities were summarized based on year-end financials on handout. Housekeeping issues: Assessment revenue recorded in “gross” instead of “net” by formerly employed accountant, Jody, and corrected by Mike Baker. Transfer of accounts went smoothly. Summary of the District Assessment fee totals at the Spa Building. Fees are now specific to square footage. The BID loses \$1200/year on assessment fees. The Board would like to know if Fred Darpino (business owner in the Spa Building) is happy with the new assessment fees related to the common area? Motion to approve financials made by Vic Almen, seconded by Tim Haas, and approved unanimously.
4. **80829.com and manitouspringsahead.com – transitions:** The 80829.com website has not been updated in years. The Board discussed the fact that it is paying for the URL, even though it is not being updated. Discussion ensued about the future of these websites. The Chamber would like to take over this website. In the meantime, the URA would take over the Domain until the Chamber can vote on taking over the website in March. Matt Carpenter, representing Manitou Springs City Council discussed that the City would like to take over the Domain and have it related/connected to the City Website. Clint Hensley asked that the BID be

- represented on this website. Chuck Englund made a motion to pass on the domain of 80829.com and manitouspringsahead.com to the City of Manitou Springs, seconded by Clint Hensley, approved unanimously. Matt Carpenter supports representing the BID on the City Website.
5. **Military Cable Ad – review – discussion:** BID is currently paying \$297/mo to play ads on Ft. Carson. Clint Hensley asked: Do we want to run them only high season or year-round? Susan asked how much it would cost to update the commercials. Clint Hensley will look into this cost. Homefront Cares is a non-profit that is donated to through this expenditure. Vic Almen suggested that we show stickers in business windows that we support Homefront Cares. Jesse Cormany made a motion to continue with this expenditure year round, seconded by Tim Hass, and approved unanimously.
  6. **Map Update - Graphic Artist – quote:** Susan Wolbrueck summarized the function and design of the map. Chad Skinner, Vic Almen’s son-in-law, placed a bid to take over the BID map design. The quote is for \$500. Chuck Englund moved to approve the bid from Chad Skinner, seconded by Jessie Cormany, and approved unanimously.
  7. **Newsletter – discussion:** Clint Hensley discussed aggressively promoting what the BID does through the newsletter. Susan Wolbrueck and Clint Hensley will formulate the format and will communicate this format via email in order to get feedback from the Board. Vic Almen suggested that the Board personally pass around this newsletter, verses only distributing the newsletter through email.
  8. **Reauthorization – update:** Susan Wolbrueck discussed why it is beneficial for the BID to reauthorization this year as well as what is required to reauthorize: 51% of business owners need to sign a petition to approve the BID Reauthorization before the City Council will vote on Reauthorization, as well as staff/budget needs that are necessary to reauthorize. Susan Wolbrueck will present more about the process in March’s Board Meeting. Reauthorization meeting every Wednesday at 8:00 at Trip ‘n’ Troll.
  9. **Wi-Fi / Hot Spot? - Discussion – review quote:** The benefits of local Wi-Fi, marketing and financial, discussed. Susan Wolbrueck discussed the details of setting up this system and cost (\$300-400/month) and that the ad sales will most likely offset this cost.
  10. **Other non-agenda items:** Mike Baker brings up subject of how to pay Hawk: electronically or by hand. The cost \$10-15/month to pay him electronically. This will be voted on over email.
  11. **Adjourn Meeting:** Motion made to adjourn meeting at 10:30 a.m. by Clint Hensley, seconded by Jessie Cormany, and approved unanimously.