

**Manitou Springs Chamber of Commerce, Visitors Bureau &
Office of Economic Development**

**Board of Directors
Special Meeting Minutes
March 10, 2011**

Present: Tim Haas, Jack Johns, Farley McDonough, Marcy Morrison,
David Symonds, Paul York, Matt Carpenter

Absent: Bianca Codiga

Staff: Leslie Lewis

Guests: Dave & Kim Kolb, Mike Leslie, Trygve Bundgaard

A Special Meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development Board of Directors was held on Thursday, March 10 at Manitou Springs City Hall, City Council Chambers. The meeting was called to order at 8:35 am by President Dave Symonds.

Trygve Bundgaard, Dave and Kim Kolb were introduced to the group. They are the individuals involved in the redesign of the web site. They explained that they are creating profiles for each business that will include a searchable directory. They were looking for direction of how much information would be included in each tier of the membership packages. Each business will have a profile which can contain photos (they were thinking 3), an expanded description, and possibly "blurb-its" (240 characters) that would show on the right side of the site. Trygve added the "blurb-its" could be monetized based on the traffic level of the page and businesses might receive that service on one page but pay for additional pages.

The new site will also include banner ad space on each page. They will be built in the content management system. Multiple ads can be run in a banner rotation. The reporting process will report page views and click through counts. In creating revenue potential for the Consolidation Group, Trygve used 75% of the cost of banner ads on the Colorado Springs Convention & Visitors Bureau and 10% of the banner cost used for Colorado.com. The "blurb-its" would show below the banner ads. Trygve also suggested monetizing the lodging leads. Currently the lodging leads are provided to any member requesting them.

The Community side of the site can raise the value of membership for the service businesses.

As far as launching the new site, Trygve, Dave and Kim are waiting on direction from the Board. They need to know what should be included in each tier of membership and who the additions to the membership (now covered by the City). The board, with Mike Leslie's input, decided that any business located in Manitou Springs, holding a Manitou business license, and paying sales tax will receive a basic membership that includes a listing with name, address, and phone number in both the Visitors Guide and on the web site. It will not include any photos. Leslie will provide Trygve with a list of the additional businesses to include.

The board discussed businesses in Manitou that have a business license but do not pay sales tax. After discussion, Tim made a motion to charge \$100 for those businesses and \$250 for non-Manitou businesses to receive a basic listing. The basic listing would include name, address, and phone number in the Visitors Guide and on the web site. Marcy seconded the motion and it passed.

The board discussed the lodging properties and because of the additional lodging tax they pay what should be included in their membership. The board discussed a "tier 2" membership level that would include an expanded description, a hot link to their web site, rack card space, and a thumbnail photo on the main pages. Tim made a motion to charge non lodging Manitou Springs businesses \$250 for the Tier 2 level, in town lodging would receive Tier 2 because they pay the taxes at no additional charge. Businesses not paying lodging tax would need to have the basic membership also in order to purchase the Tier 2 level, so for a business in Manitou not paying sales or lodging tax the charge would be \$350 and for a business outside of Manitou the charge would be \$500. Paul seconded the motion and it passed.

The board discussed charges for rack card distribution and listings in additional categories. After discussion, Tim made a motion to charge ½ the price of the fees for the first listing based on business location and tier level. Paul seconded the motion and it passed. The board discussed monetizing the lodging leads. Paul made a motion to charge \$50 per year per category for leads. Tim seconded the motion and it passed.

Marcy made a motion to implement all of the new rates as of September 1. Jack seconded the motion and it carried. The board then discussed if a new member joins now, their dues should be prorated so that all businesses have the same renewal date.

Fees for non-profit organization memberships were discussed. Dave made a motion to charge the "in Manitou" rates for non-profit organizations located outside of Manitou. The board discussed having non-profit organizations in Manitou apply to the board for waiver of fees. Additional discussion will be held.

The Board meeting adjourned at 11:05 a.m.