

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

**Board of Directors
Meeting Minutes
March 24, 2011**

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

Absent: Bianca Codiga, Tim Haas

Staff: Leslie Lewis, Floyd O'Neil

Guests: Trygve Bundgaard, Natalie Johnson, Delores Malocsay

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development was held Thursday, March 24, 2011 in City Council Chambers. The meeting was called to order at 8:36 a.m. by President David Symonds.

Guests were introduced.

A. Approval of Meeting Minutes

Marcy Morrison stated she had reviewed the Minutes of the February 25 and March 10 meetings and found them to be accurate and made a motion to approve the minutes as presented. Paul seconded the motion and it passed.

After discussion about having the Minutes of Board Meetings posted on the web site, Matt Carpenter suggested they be sent to Kari Kilroy in the City Offices and she would post them on the City web site so they would be available for the public to review.

B. Approval of Financials

The Board discussed the projected Marketing Budget for 2011. The Marketing Committee has not set a budget and figures in the preliminary budget are based on the numbers from 2010. The decrease in the amount spent on Marketing in 2010 and the amount budget for 2011 were discussed. The budget was boosted in 2010 using some of the reserve funds. Following a Marketing Committee meeting to determine the Marketing meeting, the board will be given a revised budget for Marketing.

Paul made a motion to approve the January and February Financial Statements as presented. Jack seconded the motion and it passed.

Board members were provided with the Balance Sheet as part of the Financial Statements. The bank balances for all of the accounts were listed. The Manitou Springs Visitors Guide was printed in February which represents the major difference in the account balances. Advertisers in the guide are billed in April.

In the 2011 Budget, the projected income from the addition of the "Taste of Manitou" (\$15,000) was placed in the "Committee Revenue". The Professional Services line was increased by \$15,000 to cover the cost of the Search Firm that has been contracted to assist in hiring the COO. The Professional Services expense also includes the attorney fees and the accounting (990 and audit) fees. The Board asked about the production of the visitors guide and were told the printing was bid out every year but that we had been working with CoPilot Creative on the guide design for the last couple of years. Floyd does much of the work to the listings prior to the information going to CoPilot to save money.

An amended budget will be submitted when additional information, including a marketing budget submitted by the committee, is available. Paul made a motion to approve the 2011 Budget with the stipulation that it will be amended by the July Board Meeting. Farley seconded the motion and it passed.

C. Discussion - Taste of Manitou

Natalie Johnson said it had come to her attention that the Taste of Manitou was not held last year. She had spoken with Karen Cullen and Kitty Clemens and felt the event should be brought back. She also thought possibly it could be paired with a Non-Profit and the revenue shared. There was discussion of concern that the Taste of Manitou affordability. At the last Taste of Manitou there were 165 – 170 attending with 4 – 6 volunteers working to bring the event together and organize the Silent Auction. Staff pointed out that to add this event to the Chamber events, there would need to be a Special Events committee put back together because it would be difficult for the existing staff to add that to the mix and be that successful with it. The Board asked Natalie to put together additional ideas (which Non-Profit, what the Non-Profit would do, how the revenue would be split) on the event and bring it back for further discussion. Natalie did say that she would be interested in helping with The Taste of Manitou if it benefits the community. Several organizations were mentioned as possible partners such as the School and the Manitou Springs Foundation (being formed).

D. Wine Festival Update

Floyd informed the Board that the Wine Festival would be moving back to Soda Springs this year only. The biggest issue with using Soda Springs Park for this festival is the parking. He will be working on a traffic flow plan which will require more volunteers. Dave suggested to Mike Leslie that it is time that all events are required to provide a traffic flow/parking plan to the City as part of the approval process. Matt mentioned the parking map he provides on the Garden of the Gods Run web site and how it would be easy it would be for other event organizers to use as a guide. Matt will approach the Parking Authority Board about holding a

meeting with the Police Department to require a traffic flow/parking plan. The Wine Festival is only accepting 25 wineries this year and we currently have 22 applications in. We have also already received applications from half of the vendor and food booths that we will have space for. Matt asked for clarification of the entry fee for people not sampling wine and was told that we don't charge if someone is not tasting wine (designated drivers are given free entry). We will clarify free entry for those working the gates as he was told he could not come in the festival without paying last year. Floyd will be working with the Peak FM to have ticket giveaways and a remote again this year. Paul offered an overnight stay at the Cliff House could be used as a drawing for those purchasing tickets in advance.

E. 2010 Marketing Review, 2011 Contract

Trygve Bundgaard provided members of the Board with a bound presentation of the Marketing Review. He spoke of the tremendous impact of Facebook and Colorado.com on the web site statistics. The lodging page he created was the highest visited page for lodging. He is still working on the new web site and will be pulling images from member web sites for those who have not submitted images yet. Leslie suggested he include an introduction paragraph to explain who he is and what he is doing with the things he requests when he emails the membership. Trygve explained that new modern look would have "stickiness". He explained that when businesses update their community site information, it would populate their business profile. Marcy asked questions about the email forwarded from Dave Thomason (Pikes Peak Chocolate) and his concerns on the new web site. It was unclear from Dave's email which site he had been looking at. Staff will send Dave's email to Trygve and he will follow-up with Dave.

In discussing Trygve's proposed contract for 2011, includes a request for a \$500 per month increase in salary and 15% commission on sales of banner ads. After discussion of the requested commission, a motion was made to offer Trygve Bundgaard a 9 month contract, expiring December 31, 2011, with pay at \$3,000.00 per month and once banner ad sales reach \$46,000 collected, a 15% commission will be paid on those sales and any exceeding sales.

F. Membership Rates

Dave stated in thinking about the shock of the rate increase, possibly the Board should consider a graduated increase over a two year period instead. When Pikes Peak Country Attractions association increased their fee for major members, the Chamber had only been a member for two years. Instead of the \$5,000 increase, they agreed to increase our dues \$1,000 per year for 5 years. Leslie also asked about having a different rate for businesses that don't use all of the services (no brochure or no web site). Fees also need to be discussed for association memberships (such as the Bed & Breakfast Association that represents members both in and outside Manitou Springs). The Board requested Leslie email them with concerns to be discussed at the next meeting.

G. Meetings with Peckham & McKenney

Phil McKenney will be in Manitou Springs on April 4 and 5. After discussion, the Board decided to meet with Phil as a group on Tuesday, April 5 at 8:30 a.m. An hour and a half will be allotted for this meeting. Board members wishing to may also schedule individual times to meet with Phil. Leslie will contact members of the community to arrange additional meetings.

H. Regional Economic Development Meeting Recap

Marcy attended the initial meeting of communities coming together to work on the Governor's Bottom-Up Economic Development Plan Initiative. There were approximately 150 people in attendance, from El Paso County, Teller County, the Department of Local Affairs and the Economic Development office. The group will be determining the top 5 economic development goals for the counties. These goals will be submitted by the County to the State. The State OED will combine counties to create 14 regions. The final plan will be seen in approximately 2 years.

After attending the meeting, Marcy really felt that Manitou Springs was ahead of the game in the changes that have been made. Matt asked if Marcy would attend a Council meeting to give them a report as well.

I. PAB Meeting – 10 Old Mans Trail

The Parking Authority Board will be meeting tomorrow at 8 a.m. They will be hearing the analysis on the Tajine Alami building. All are welcome to attend.

J. Unscheduled Appearances

Matt was asked what the City was up to as the City Report was inadvertently left off the agenda. He stated Council had been busy with the City Administrator search and that they would be making an announcement Tuesday evening as to who had been hired for the position.

He also stated the City is working on communication. The City's new web site is helping with that. Anyone can sign up to receive communication regarding meetings from the City.

Dolores Malocsay said that she had chosen to attend the meeting because she was interested in the Chamber and EDC joining. She used to work for the Colorado Springs EDC and has worked in the hospitality industry. She is a Manitou resident and is currently looking for employment.

Having no further business, the meeting adjourned at 11:31 a.m.