

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

Board of Directors
Meeting Minutes
April 28, 2011

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

Staff: Leslie Lewis, Floyd O'Neil

Guests: Astrid, Jack Benson, Natalie Johnson

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development was held Thursday, April 28, 2011 in City Council Chambers (606 Manitou Avenue). The meeting was called to order at 8:39 a.m. by President David Symonds. Guests were welcomed and it was decided to take a break a little later in the agenda to allow time to learn more about them.

A. Taste of Manitou

Natalie Johnson had previously proposed that the CCED pair with a non-profit to put on the Taste of Manitou. The school district was discussed as a possible partner. Natalie has contacted the Superintendent and the Education Foundation and both expressed interest. Members of the Education Foundation have been involved in the organization of the Taste of Manitou previously so they do have an understanding of what goes into putting on the event. The Superintendent did not want to have to specify what their portion of the funds would be used for prior to the event. The Education Foundation meets regularly. The Education Foundation sponsors the mini grants program in which teachers apply for funds for specific programs. Natalie will contact them and ask that The Taste of Manitou be put on their agenda. Natalie, Leslie, and Floyd will attend the meeting. Natalie will ask the Education Foundation for a schedule on the mini grants program requirements.

Marcy Morrison made a motion to proceed with planning The Taste of Manitou for the fall, in partnership with the Education Foundation, with the proceeds to be split equally. Bianca Codiga seconded the motion and it passed.

B. Special Events Update

The Wine Festival is full for all vendors (wineries, food, and gifts). Floyd has sent an email to Mike Leslie requesting a meeting to discuss parking and a traffic management plan. Bestway will be one of the sponsors of the festival, providing the large recycle bin, trash containers and port-o-lets. Pikes Peak National Bank is again the Platinum Sponsor and will have their logo on the glasses. The wine

totes were delivered yesterday and the glasses will be here mid May. Staff is working on information on the shuttles, which will be included in the television and radio ads and information. The shuttle information will also be posted on Facebook and the web site. The Pay Pal link has not been put on the web site yet. The Board expressed concern that getting the link on for presale tickets is important and questioned why it had not been done. It was explained that Trygve had created the link on the new site and didn't want to create a second link for the existing site, hoping to launch the new site instead. Staff does not feel the new site is ready to launch yet. There are functional issues on the new site. The content issues can be fixed by staff. When asked about a projection date, Floyd stated he feels like the new site can launch in mid May. The Board discussed concern that a month of presale opportunity for the tickets has been lost. Marcy made a motion for staff to contact Trygve and require the presale process to be in place by the end of the first week in May. Tim Haas seconded the motion and it passed unanimously.

Floyd has begun working on the High Altitude Happy Hour. Spencer Wren, Pikes Peak Cog Railway is donating the train. The date is set for August 26. The Cliff House, The Stagecoach & Craftwood Inns, and Adam's Mountain Café have generously offered to donate the food and D'Vine Wine will be donating the wine for the event.

Manitou-Au is set for September 17. Floyd is meeting with a Hawaiian BBQ restaurant to discuss options on the food. He will investigate the possibility of having the food as a catering arrangement. We will still cook one pig in the park in the traditional Luau method. It may not be an all inclusive price this year.

The 9 Health Fair was held earlier this month. Staff was disappointed in the turnout. The event is really good for people who attend. Approximately 175 people attended. It is a very volunteer intense event. We received wonderful food donations from members for the volunteers. It was stated that there was a lot going on that week which may have had an impact on the attendance. We will be making a couple of changes for next year that should help increase the attendance such as moving back to City Hall (higher visibility and easier to find) as well as being the first health fair in the area instead of holding the Manitou event as one of the last fairs. Moving earlier in April we may run into weather issues but that is always a possibility. Floyd will be the Medical Coordinator next year. The Board would like to look at the results next year to determine if the event should be continued based on the volunteers required to put it on compared to the number of people who take advantage of the service.

C. Guest Introductions and Information

Astrid, the new owner of the Barker House, was introduced. She lives in Fort Collins. In the mid 1980s she moved to Fort Collins and purchased a vintage hotel in downtown. She has since purchased 4 more big buildings. Her business is for profit. She is an artist and historian. Astrid was asked about making capital

improvements on the Barker House. She stated her plan was spiritual and would start with prayer first. With the cost of the building and the high utility bills, she will do what she can as she has funds available. She may use some of the rooms as hotel rooms to earn income in the short term. She is not going to be accepting Section 8 and believes in helping those who are doing their best to help themselves.

Jack Benson is the new City Administrator for Manitou Springs. He begins working for the City next week but wanted to stop by the Chamber Board Meeting. He has lived in Colorado since 1982. He has lived in Summit County and has worked in several counties around that area. His background is in Human Services as well as Town Management. He has worked with Business Improvement Districts and Economic Development Councils. He is renting a home in Manitou.

D. Action Item: Approval of March Minutes

Dave Symonds made a motion to approve the minutes as presented. Jack Johns seconded the motion and it carried. Matt Carpenter reminded Leslie to send the agendas and minutes to Kari Kilroy so they can be posted on the City web site.

E. Action Item: Approval of March Financials

It was discussed that the CCED operates on an accrual method so revenue is recorded when it is invoiced (dues and visitors guide) instead of when it is received. We have received requests from 200 AAA offices for shipment of guides so the postage costs will run over budget. Paul requested a year to date comparison to budget. Tim will meet with Leslie to create that report. Paul York made a motion to approve the financials as presented. Jack seconded the motion and it passed.

F. Approval of New & Renewing Members

Days Inn was added to the renewing members list. Tim made the motion to approve the New & Renewing Members. Paul seconded the motion and it passed.

G. Action Item: Name & Logo Approval

The Board discussed the fact that the original intent was to come up with a name that was different than either the Chamber or the EDC when it was decided to combine the organizations. Matt provided copies of the "I Manitou" logo that had been previously discussed as an option. The board discussed the words under the logo: "Community, Visitors, Business" (abbreviated CVB) and determined the order should be changed to "Visitors, Business, Community". Dave made the motion to operate under the name of "I Manitou" with the change to "Visitors Business Community" underneath in the logo. Paul seconded the motion and it passed.

Staff was directed to put together a list of all of the signage that would need to be changed, with projected costs. After determining the inventory of letterhead, envelopes, etc. a small committee will be formed to work on the signage and timing of the additional changes.

H. Action Item: Membership Tiers

Leslie had sent a letter to the Board expressing concerns regarding the proposed increase in membership dues. After review, Dave proposed having Leslie work with the new COO to present proposed rates for the membership beginning in 2012 and give businesses in Manitou Springs, paying sales tax, a \$100 basic membership credit for the City contribution. Dave made a motion to rescind the Board decision and action of March changing the tier structure, keep the membership rates the same for 2011 with a \$100 City contribution credit for all business in Manitou Springs paying sales tax. Tim seconded the motion and it carried.

I. Marketing Update

Trygve was unable to attend the meeting today. The proposed advertising fees for the web site were discussed. Dave sent Trygve an email asking about a rate difference he found looking at the proposal. The Board discussed the maximum number of advertisers in each category. Paul made a motion to charge \$50 for each additional listing a member wants on the web site. Marcy seconded the motion and it carried. It was clarified that if a member pays for a second listing in the Visitors Guide, they would receive a 2nd listing on the web site without additional charge.

After discussion, it was determined that there would be no restrictions on who could purchase a banner on the web site. Dave made a motion that the number listed as the estimated number of advertisers in each section of the proposed fee listing would be the maximum number of advertisers allowed for that section and that members of the CCED would have first right preference over non-member advertisers. Jack seconded the motion. After additional discussion Dave amended his motion to state that the maximum number of advertisers allowed in each section would be no more than twice the estimated number of advertisers in Trygve's proposed rate plan and that members of the CCED would have first right preference over non members. Paul seconded the amended motion and it passed.

The Board discussed having a separate page for "Weddings". Motion was made to accept the web site advertising fee structure proposed by Trygve and request he add a "Vegetarian/Organic/Natural Food" page under the Dining section and a "Wedding" page. Trygve will be asked to provide pricing on the additional pages. The motion was seconded and passed.

J. City Update

Connie Lorig has all of the history on EDC.

BID Update – In looking into the BID Reauthorization, it was learned that there was no “sunset” provision in the original ballot question. The BID has a December 2013 sunset in the City Council ordinance, but because it is only in the ordinance, it can be changed by ordinance. Matt requested a “BID Update” be added to all meeting agendas in the future.

Traffic Management – Matt has been working with Michelle Anthony and Chief Smith.

Incline Management Plan – The Incline was approved by City Council. Matt was the dissenting vote on the Incline approval. He felt it lacked details. The City is going to try to get additional funding for the Incline from the City of Colorado Springs.

In other City business, the Pool needed a new boiler. The cost of the replacement was \$36,000. The hot water tank repair was \$7,000. The Wine Festival and Luau were approved. The proposed trees in the middle of Memorial Park are not being planted. People can access the Tajine Alami site assessment through the City web site. City Council had a work session with HPC to make sure they are “on the same page”.

The Mineral Springs Foundation presented their report on the aquifer study to City Council in a work session. The report is fascinating. It is available on line. The discussion on maintenance of the springs will be held at a separate meeting. The report recommends creating a water district however there is some concern that there could be several tax initiatives on the ballot, such as the Parks Initiative from the County and possibly the Manitou Springs Library as well.

Residents are frustrated with the traffic and parking situations. There will be public meetings, facilitated by Kazziah Watkins, on in the near future.

K. Unscheduled Appearances

The Chamber received \$200 in donations in Memory of Verne Witham. The Volunteer Fire Department received \$5000 that they are putting toward the holiday baskets that are given out each year. Marcy had the thought of naming something (ie the Fire Station) after Verne. She will pass the suggestion to the Fire Department. If that is done, perhaps the Chamber money could be used for a plaque or something. The Chamber will be assisting with the Memorial Day weekend Pancake Breakfast that Verne was so involved in. It is being named the “Verne Witham Annual Pancake Breakfast”.

Having no other business before the Board, the meeting adjourned at 11:22 a.m.