

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

**Board of Directors
Meeting Minutes
May 26, 2011**

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

Staff: Leslie Lewis

Guests: Trygve Bundgaard, Susan Wolbrueck

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development (iManitou) was held Thursday, May 26, 2011 in City Council Chambers (606 Manitou Avenue). The meeting was called to order at 8:36 a.m. by President David Symonds. Guests were welcomed. By consensus, the Board agreed to rearrange the agenda to allow the Marketing/Web Site Update to be a little later.

A. Action Item: Approval of April Minutes

David Symonds made a motion to approve the April Meeting Minutes as presented. Jack Johns seconded the motion and it was approved.

B. Action Item: Approval of April Financials

Tim Haas explained the multiple account listings on the Year to Date Budget Comparison were the amounts allocated to the Chamber and to the City funding portion of the budget. The Year to Date Budget is set up with the annual budget figure instead of monthly allocations because the expenses are not always consistent month to month. The Dues Revenue will be much higher than budgeted as the dues structure did not change in 2011. The Marketing Printing expense will be over budget because of the need to print rack cards and participation in the combined map. The postage will also be over budget this year because of the increased requests for the Visitors Guide. The Balance Sheet was handed out in the meeting. The Depreciation listed needs to be corrected as all of the depreciation is being put against Furniture instead of being split with a portion going against the building. Paul York made a motion to accept the financials as presented. Jack Johns seconded the motion and it was approved.

C. Search Firm Update

David Symonds has received an email from Phil McKenney stating everything with the search is on track. Peckham and McKenney had received 20 applications as of a week ago. Some of the applicants are local and some are out of state.

D. Marketing/Web Site Update

The Board discussed the photo at the top of the new site. The original site design included a photo of Pikes Peak with inset photos of Manitou and activities but was determined to be too busy. After discussion, the Board determined it should remain a photo of Pikes Peak.

Staff has been working on the site to correct the membership listings and stated that with a few more minor changes, the site could launch tomorrow. Staff will continue to work on the membership listing information. Staff requested that the inquiry data base information should be downloaded to the new site prior to launch. Some of the functions of the site are done through Developer Tools so will need to be referred to Trygve when they come up.

The Board discussed the advertising contracts and offering a discount to members wishing to purchase banner advertising space. After discussion, Bianca Codiga made a motion to offer a payment plan of 10% down, the Chamber will bill monthly, with the balance to be paid in full by December 15 and to offer a 10% discount on the ad if the full amount is paid within 30 days of the contract. David Symonds seconded the motion and it was approved. The Board decided a soft launch should be done with a press release after some of the advertiser ads are in place.

To boost the site, it was determined that we should have giveaways for people registering on the site. Trygve will send a blast to members requesting a donation of 2 prizes. One prize will be put into a "Grand Prize" basket, the other will be offered as part of a weekly drawing giveaway.

E. City Update

The Pool Boiler was under warranty so the City received money back from paying for the repair. There have been water leaks on Manitou and Ruxton Avenues.

An Ordinance was approved to make the colors consistent for parking zones. City Council established parking rates for the Barr Trail lot. Crystal Park Cantina received approval of the liquor license. The Mayor was authorized to sign the papers for 5B phase of Manitou Avenue.

City Council has approved a conditional use permit to allow Event Parking at the West end of Manitou (Walton's property). They also approved the conditional use permit for a "Zip Line" on the West end. The Walton family owns the land the "Zip Line" is on and Mr. Wellens will be leasing the property for the Zip Line. The Zip Line will generate the Excise Tax as well as be limited on the number of people that can be there, limiting the amount of traffic issues in the area.

Council had a presentation on the County Initiative "Great Community, Great Parks". Marcy Morrison is sitting on the Board for Parks and Open Space.

The recent Parking meeting was not well attended. They were 21 people there including staff and the Parking Authority Board members. The PAB had also received 27 survey responses. There will be another meeting on June 9 to review what has been done and try to come up with solutions to present to City Council.

Ingrid Richter resigned from Council, creating an opening in Ward 2.

F. BID Update

The BID Board had a presentation and is in support of the “Chair Project”. It will be Sunday, October 9. CBS is receiving the exclusive release.

Jack asked Susan Wolbrueck to give the information on the WiFi for downtown. The Board approved adding WiFi to the downtown area. They will have the first phase roll out by July 4. The server will be located in the Manitou Outpost. The initial roll out will include the 700 and 800 blocks of Manitou Avenue. It will require approximately 20 nodes in businesses along the Avenue. There will be a splash page that businesses can advertise on. The BID would like to give the data they collect to the Chamber. They can ask up to 4 questions which will determine the data received. The BID may not have money remaining to put into the holiday advertising and would like to offer the data collected through the WiFi in exchange. There are safeguards in place to prevent people from streaming movies or porn and using too much of the bandwidth. The BID is looking at clings for windows or doors letting everyone know it is a “hot zone”.

For Reauthorization of the district, the BID Board only needs to go to City Council and request Section 5 be removed from the Ordinance that created the BID. Attorneys who work specifically with Special Districts advised this section of the Ordinance runs contrary to State Statute in that it binds future Councils to a date. The Ballot, Tabor, and Petition questions had no sunset date. The Board will be working to get support from the members in the District before going to City Council with the request. Clint Hensley, BID President, will be holding coffees to discuss any concerns with members of the District.

There was a meeting with Jack Benson, City Administrator, to discuss the Street Performer problems. Jack will be spending time downtown. Concerns were expressed that allowing everything under “1st Amendment Rights” can step on other people rights and that the family friendly environment needed to be maintained. There is a new police officer that will be walking downtown as his primary duty. Areas of particular concern were the Cheyenne and Soda Springs pocket parks.

G. Manitou Springs Forward

This group is ready to launch to the public with guest surveys. They will be holding a “Community Conversation” potluck at City Hall on June 26 and have a

meeting scheduled for June 9 at Spice of Life. They are looking for people who can host small group meetings.

H. Special Events

The Wine Festival is on track for next week. The Chamber has been receiving a lot of online ticket purchases since the feature became available. We have 25 wineries and 19 other booths, including food, scheduled to attend. We have 3 shuttles scheduled and have arranged parking for several off site locations. The Insurance Company is asking for additional information this year to cover the event. Leslie is working with the local company representative to get everything worked out. Matt Carpenter and Marcy Morrison offered to assist at the event.

I. Unscheduled Appearances

Bianca Codiga and Farley McDonough will both be out of town next month at the time of the scheduled Board meeting.

Having no other business before the Board, the meeting adjourned at 10:55 a.m.