

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

Board of Directors

Meeting Minutes

August 31, 2011

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

Staff: Leslie Lewis, Roger Miller

Guests: Ken Jaray, Renee Moorfield

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development Board of Directors was held Thursday, August 31, 2011 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:34 a.m. by President David Symonds.

A. Presentation: Manitou Springs Forward

Ken Jaray and Renee Moorfield were introduced as guests invited for a presentation by Manitou Springs Forward. Renee has been a member of the Steering Committee for Manitou Springs Forward. The group held a community conversation in June but is now working to receive input from smaller groups. The groups are not really Focus Groups but will work using a model of "Appreciative Inquiry" which is a methodology used to make large scale change. The groups will look at what works for sustainability of the visions/goals to move forward instead of just coming together for problem solving. Manitou Springs Forward is looking to further develop the twelve key areas, many of which came from the Rainbow Vision Plan. The Rainbow Vision Plan was started in 1994; Manitou Springs Forward is working on updating that document for use by City Council and other departments in the City in decision making process. The twelve key areas are tied to quality of life indicators. Manitou Springs Forward will be holding a series of meetings on Tuesday and Thursday evenings in September and October and would like help getting people to attend those meetings focused on economic development for Manitou Springs. The group plans to have a final document for City Council approval in February. When people are involved in the planning, they feel more a part of, and accountable for, the changes. By the end of October the group will begin to narrow the input they have received. The group will then, through Manitou Springs Leadership, make sure the actions from the Plan are implemented and it doesn't wind up on a shelf. Members of the Board were asked to sign up to attend a meeting either September 27 or October 6, 6 – 8 p.m., to participate. The Chamber will publicize the meetings to the membership as well. Students from UCCS will assist with a survey of business owners as well.

B. Presentation: Community Kiosk

Health and Wellness are one of the twelve key areas of the Vision Plan. Several people from Manitou Springs Forward are participating in a Healthcare Leadership Program and have adopted the Manitou Springs Positive Living Project. One of the action steps is an assessment

of where Manitou Springs is. One of the ideas that came from the project is a Community Kiosk to develop a presence in downtown Manitou Springs. Ideally, the kiosk would be made possible through a collaboration of iManitou, the City of Manitou Springs, and the Manitou Springs Positive Living Project. Instead of becoming a 501c3, the Manitou Springs Positive Living Project is working through the Pikes Peak Community Foundation. In preliminary work, the cost of the kiosk is approximately \$30,000, which they hope will be shared by the three organizations. They would ultimately like three kiosks, set in places people gather, such as the Wichita parking lot, at the Town Clock, and possibly be near the spa building. They will be looking for sponsors to assist with the costs of the project. Ken Jaray requested support from the Board for the project as well as a member to be part of the committee. He also requested a Letter of Support from the Board and if possibly Roger could assist with moving the project forward. In further discussion, it was determined that the \$30,000 per kiosk includes the machine and the software. Programming and housing would be additional expenses. David Symonds made a motion to authorize Roger Miller to issue a Letter of Support for the concept of the community kiosk. Paul York seconded the motion and it was approved. Dialog will continue as more details on costs and options are available.

C. Action Item: Approval of July Minutes

David Symonds made a motion to approve the minutes as presented. Marcy Morrison seconded the motion and it was approved.

D. Action Item: Approval of July Financials

Tim stated that he, Roger and Leslie had met to discuss the financial reports being presented to the City and the Board. Mike Leslie was not available. He will set a meeting with both Mike and Jack Benson to make sure the City is receiving the information they want. A consolidation of the Income Statement was provided to the Board as it is less confusing. The Revenue will be short for the year. The Internet Income is considerably below the projection. Tim stated, and Board members agreed, that they did not believe the reserves should be used just to balance the budget. David Symonds made a motion to approve the Financials as presented. Marcy Morrison seconded the motion and it was approved.

E. Draft Outline – Evaluations And Strategic Plan

Board Members were given copies of a Draft Outline of Evaluations and Strategic Plan That Roger had been creating in his first month as the COO. The Plan begins with the Mission Statement and defining the three functions of iManitou. He then briefly went through the Plan asking the Board to review for more detailed discussion at a future meeting. In reviewing the Events, he stated that there is currently only one event that is a revenue generator for the organization, however several bring people to Manitou Springs. He also expressed that he was looking at quality of events vs quantity of events for the future. Roger has been speaking with the art community about creating a month long “Celebration of Arts” in September 2012, beginning with the Commonwheel Festival and ending with the AuthorFest, hosted by the Library. The month would include performance arts as well as visual arts. For all events, Roger expressed the need to get more businesses involved and create packages for extending peoples stay in town.

Roger also discussed working to bring more small conventions to Manitou. Paul expressed concern that hosting seminars and conventions might be challenging as not all lodging properties are suitable for them. Jack expressed concern that businesses are closed early in the evening already.

Roger has made several contacts with people willing to provide business seminars for members including the SBDC.

There was additional discussion regarding Kiosks and the new technologies being used with iphones. The question was raised as to whether this created redundancy.

Included in the packet for the Board review was a projected budget for 2012. In reviewing the Visitors Guide, there was discussion of the need for additional pages with the additional members (free listings for Manitou businesses).

Roger has been working with Trygve Bundgaard on setting up the iManitou.com web site. They hope to have it ready to launch in the next couple of weeks. There are additional opportunities for selling advertising on that site. Trygve is confident he can exceed the projected revenues for the web sites.

All items covered in the draft need additional discussion at a future meeting, after the Board has had time for review of the document.

F. City Report

City Council approved the change of date for the Manitou-Au. Councilwoman Amy Cox resigned her position as Mayor ProTem and Matt Carpenter was elected to the position.

The Clifton Gunderson Report states that the City Reserves are too low.

Randy Hodges, Gary Smith, Nancy Barnes and Donna Ford turned in petitions to run for the 3 At Large City Council seats.

City Council reviewed the Business Plan submitted by the Pool. Jack Benson believes the revenue is understated. The pool will need a Flood Plane variance for the renovations. With the renovations in place, it is believed that the pool could increase its revenues by hosting more private parties. Pools and Libraries are amenities and will never be money makers for a city.

The Water Restrictions Ordinance has been updated.

The City will be working on Priority-based budgeting this year.

There was a recent assault near the bridge next to the Mate Factor. A member of the community was cut by someone trying to get a camera away from the person who had been taking photographs.

G. BID Report

Members of the board met last week and have created an Amended 2011 Budget as well as a proposed 2012 Budget. The Board will begin regular meetings in September.

H. Special Events

A comparison of income and expenses for all events was handed out. Roger has talked with several businesses about adding the "Emma Crawford Estate Sale" immediately following the races. Retail owners would be encouraged to set up sale tables outside their shops after the races to encourage people to stay in town longer and shop after the races. Additional activities will be added next year to encourage guests to stay longer (ie a Ball the night before). There was discussion regarding charging teams an entry fee to increase revenue for the event. There was a brief discussion regarding iManitou taking over Carnivale. The Mountain Music Festival was also discussed. A meeting will be set for the Board to focus on the Events.

The regular meeting of the Board of Directors was adjourned at 10:50 a.m. for an Executive Session.

Executive Session

An Executive Session of the Board of Directors was called to order at 10:50 a.m. for matters of Personnel.

After discussion, Paul York made a motion that the Board should receive written evaluations of existing staff, including comparables for the positions, and new responsibilities for the next meeting. Farley McDonough seconded the motion and it was approved.

The Executive Session adjourned at 11:14 a.m.