

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

Board of Directors

Meeting Minutes
September 28, 2011

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

Absent: Paul York

Staff: Leslie Lewis, Roger Miller

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development (iManitou) was held Wednesday, September 28, 2011 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:36 a.m. by President Dave Symonds.

A. Action Item: Approval of August Minutes

The August Board Meeting Minutes were corrected to reflect the assault discussed in the City Report took place near the bridge next to the Mate Factor not at the Mate Factor. The spelling of "plain" as referenced also in the City Report regarding the Flood Plain variance on the pool was also corrected. Dave Symonds made a motion to approve the August Meeting Minutes with the noted corrections. Tim seconded the motion and it was approved.

B. Action Item: Approval of August Financials

In the short term, there are areas that need to be looked at to make sure the budget is okay through the end of the year. There will be more in depth discussion at the Board Retreat on a number of issues that interrelate and how it will all work going forward. The Balance Sheet is still solid due to wise financial decisions over a number of years. On the Income Statement, in there are significant variances in the Revenue areas. The Special Events, City Funding, and Internet Income are all significantly below the projections with only the City Funding expected to reach the projection. If there are additional sales in the Internet Income area, they would need to be shared between 2011 and 2012 income. Tim reported that as a result on the Revenue side, there is an approximate \$62,000 deficit. On the expense side, there are many things that are fixed costs so the area for possible reduction in expense would be Marketing (not Tim's first choice of areas to cut). David Symonds made a motion to accept the August financials as presented. Marcy Morrison seconded the motion and it was approved.

C. Budget Update

Dave stated in looking at the list of special events, he did not see the Taste of Manitou and that was one of the events that was included in revenue projections to make the budget. There were early conversations with Natalie (Black Cat Books) and then a meeting with two members of the Education Foundation Board. The Education Foundation needed to take information to their

board, we did not hear from them following their meeting. Staff is concerned that there is not enough time to put the event together and be successful in 2011.

It was recently learned at Council there is a section of the new Special Events Policy that does not allow City Council to sponsor Chamber events (waive fees) because of the funding the Chamber receives from the City. This will change the cost of the Coffin races for 2011 as well as events moving forward. Matt pointed out with the clarification of time the City Staff is really needed, the Chamber was asking for approximately \$1,400 in fee waivers. Tim brought up, as a participant in the Coffin Races, that he was surprised that there was not an entry fee to participate and with 50 teams, if each paid \$100, it would increase revenue for the event by \$5,000. Roger suggested going forward there would be discussion of all of the events and which are events that should be continued. The Luau has lost significant funds two years in a row and will not be continued. Going into 2012, Roger has time to work with Floyd in trying to raise additional sponsorship funds for the events. Bianca reminded the Board that we need to be careful and that after all of the consolidation efforts that everyone remember we are partners working toward a common goal and not go back to a "us vs them" attitude. The purpose of discussing events in the budget discussion was to explain that the revenue shortfall from the Special Events projection and with the increased cost to hold the coffin race, the budget for 2011 is going to be off. Events will be discussed at the Board Retreat to determine the purpose of each event and the importance of those events. After additional discussion, it was proposed that Roger should compose two letters. The first will sent to the teams registered to participate in the races explaining that we have additional cost for the event and request a donation to assist in covering those costs as well as giving them notice that there will be an entry fee for 2012. The second letter would be to the businesses that benefit the most from the event also requesting a donation to help cover the costs of putting on the coffin races this year. Roger is talking with two companies regarding title sponsorship of the event for 2012 and may be able to get one of them on board for 2011. Both companies are large companies outside of Manitou Springs.

The Board moved into a discussion of the Holiday Parade. Because of lack of participation and funding challenges, Bianca Codiga made the motion not to hold the Holiday Parade this year. Farley McDonough seconded the motion and it passed.

Tim Haas offered to have the Garden of the Gods Trading Post sponsor the Coffin Races for \$1,000 if neither of the sponsors Roger is speaking with come through.

The Board Retreat was set for Friday, October 21, from 9 am until 2 pm with a working lunch. Tim will check the availability of the Garden of the Gods Trading Post. Farley offered to cater the lunch.

D. Building Discussion/Leases

Roger brought copies of the leases with Pikes Peak Country Attractions and the City of Manitou Springs. The Pikes Peak Country Attractions lease is expired. They have requested a new lease. Currently they pay \$300 per month plus half of the utilities. Leslie has moved into their office space. Michele would like some tenant improvements with the new lease. We have received an estimate for cosmetic improvements including tile, carpet and repairing the

restroom floor. Farley asked for a breakout of the square footage between Chamber office, Pikes Peak Country Attractions space and the common areas. That breakout is unknown. The estimate received does not include the structural or electrical issues of the building.

The lease we have with the City for the land the Visitors Center is on expires on May 31, 2012. The Board decided after discussion that the Chamber should contact the City to request a 10 year extension on the lease.

The board discussed the Tajine Alami building potential. It was requested that Jack Benson or Dan Folke come to the Board Retreat to tell the Board what the City plans, if anything, for the building. Dave understands someone else might be interested in purchasing that property. Dave suggested that the Chamber might want to look at the possibility of purchasing the land the Chamber building is on to free up funds for the City to be able to use to purchase the Tajine Alami building. Roger will contact the City to try to get information on the City intentions prior to the retreat.

One of the benefits of the Tajine Building is that it could be used for parking next year. The additional parking, along with a shuttle, would solve many of the parking problems with the Incline as well as busy days and events. Tim brought up the way to have additional parking and add a shuttle is to install paid parking downtown. Currently with the remote parking being paid and the on-street parking free, we are continuing the "backwards" model.

Dave proposed, to the Metro District Board, that they pay the City \$60,000 for a parking professional in 2012. The Metro District Board did not immediately jump on the idea but he will bring it up for discussion at the next meeting.

E. City Report

At the last meeting there was quite a bit of discussion of phase 5B. Matt wanted to clear up some of the confusion from the PP Bulletin. People will be able to turn left at Park and from Tubby's.

There was a work session to talk only about events and what happened in Memorial Park in August. The upshot of the events is Bruno was pleasantly surprised at how well the grass held up with so many major events held in a short time frame. There will be changes made to the policy to help protect the grass in the future.

The Chair Project received approval for a time shift of an hour.

The Sales Tax report was discussed. Shops and Gifts were down a little for the year. Restaurants are doing very well.

Roger will provide some of the marketing information learned at the Governor's Conference at the Retreat. Marcy requested that we put a discussion of iManitou on the agenda as well.

F. BID Update

The BID is also going through the budget process figuring out 2012. Susan Wolbrueck has sent a letter to City Council requesting Section 1103 be removed from the City Ordinance which

should then remove the need for the BID to go through the expense of reauthorization. A President/Chairman of the Board has not yet been determined. Members of the Board are Jack Johns, Tim Haas, Vic Almen, Bud Ford, and Jessie Carmaney.

G. URA Update

Farley had to miss the URA meeting and there was not a quorum. There were two items on the agenda that were discussed by the members present. The URA Board has allocated funds to the Planning Department to support the area modeling project. Dan Folke is looking for an intern to assist. The purpose of the model is to identify redevelopment forms and what they would look like including location, size of buildings, parking, streetscape and public improvements in the URA. It would include an analysis of the existing zoning and development standards and identify where the model forms are inconsistent with current standards. The other area that Farley believes the URA is moving forward with is the Façade program. It may help businesses with landscape, facelifts, and paint.

Farley requested that the board members go to the PPACG web site and give comments on the Public Input for projects being considered for funding. There are many projects in Manitou being considered. Because PPACG gives the criteria, you can phrase response on support to emphasize the criteria that is important.

Having no other business before the Board, the meeting adjourned at 10:54 a.m.