

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

Board of Directors

**Meeting Minutes
December 15, 2011**

Present: Bianca Codiga, Tim Haas, Ken Jaray, David Symonds, Matt Carpenter

Absent: Jack Johns, Marcy Morrison

Staff: Leslie Lewis, Roger Miller

Members/Guests: John Webster, Sally Thurston, Wendy Goldstein

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development (iManitou) Board of Directors was held on Thursday, December 15, 2011 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:35 a.m. by President David Symonds.

A. Action Item: Approval of November Minutes

Having reviewed the minutes of the November Meeting, David Symonds made a motion to approve the minutes as presented. Tim Haas seconded the motion. Because Bianca Codiga was not present for the November meeting, approval of the minutes will be held over until a quorum is available.

B. Action Item: Approval of November Financials

Tim reported that the Balance Sheet still reflects a fairly strong financial position. The depreciation for the property and equipment were adjusted to more accurately reflect the depreciation between these items. On the Income Statement, the Board was optimistic on budget projections for Special Events and Internet revenue and realized several months ago, the revenue would fall short of the projection. Adjustments have been made where savings could be realized, including in the Marketing area which is never the first choice for spending cuts. When the EDC dissolved, the money in their account was returned to the City. A portion of those funds were used for the study on the Tajine Alami building, however the remaining funds (approximately \$5,000) is being given to iManitou. A separate revenue line will be added for those funds. This will help with the income shortfall. Tim stated with the transition and consolidation, he felt there were some "one time" expenses and is hopeful that moving forward financials will be more in line with the budget projections. The 2012 Budget will be presented and discussed in Executive Session. Dave made a motion to accept the Financials as presented. Bianca seconded the motion. There was no additional discussion and the motion passed.

C. Action Item: Approval of New & Renewing Members

An additional new member application was received from Mike Mare, New England Financial, and Taos Trading Company and the Manitou Cliff Dwellings both submitted renewal

applications. Billing timeframes were reviewed. Bestway Disposal has chosen not to renew their membership; however, they will remain sponsors and donate their services on many of our Special Events. Dave made a motion to offer Bestway an “in-kind” membership because they do provide services for many of our events. Other members making significant donation to iManitou were discussed. Manitou Yoga, as a new member, was discussed. Dave made a motion to accept the New and Renewing Members, including Bestway Disposal, New England Financial (Mike Mare), Taos Trading Company, and the Cliff Dwellings. Bianca seconded the motion. It was approved.

D. Action Item: Board Appointment

The Board meeting was running ahead of schedule. The first candidate on the schedule, Tom Schwagart, The Inn at Cascade, sent an email that something had come up and he would not be available for the meeting. He had appeared before the Board at the November meeting so Board members should be familiar with Tom’s qualifications. Jay Rohrer, 1892 Victoria’s Keep, also is not available for today’s meeting. Hopefully everyone had a chance to watch the video he sent. The Board decided to move ahead with the agenda until the other two candidates for the Board arrive.

E. Staff Information

A schedule of proposed meeting dates for 2012 was handed out. Most of the dates are on the 4th Thursday of the month with the exceptions of November and December. November will be in the third week of the month and December will be in the second week. Meetings will be scheduled to begin at 8:30 a.m. It was suggested that everyone look at the dates and think about a Board Retreat with one of the meetings which would then be a longer meeting. Leslie will file the dates with the City to have the room reserved.

iManitou handout was given out that included the Mission, Purpose, Beliefs, and a summary of Strategic Plan Action Items. Board members were asked to review the document and get any comments back to Roger. They were reminded this is a work in progress.

F. BID Management Contract/Update

Staff is waiting for comments back from Dave Steigerwald (iManitou attorney). Ken made some comments and raised some questions regarding the contract. He stated that he did not want to hold up the contract if it had been vetted by the Board already. Tim and Jack, as members of the BID Board, have reviewed the contract as well as Susan Wolbrueck. The BID is currently managed by an all-volunteer board with no staff. Because iManitou has staff we are better able to take on some of the functions of managing the BID without much time or additional effort. We will combine the BID marketing money with iManitou to get a “bigger bang for the buck”. We will be putting together an Ambassador program for more presence in the downtown as well as continuing the services the BID provides such as WiFi and advertising on the Military Cable Channel. Leslie will take care of the accounts payable aspects and Roger will take over working with Hawk on the maintenance of downtown. Dave stated this was the culmination of what was started in 2008 when the goal was to bring the EDC, Chamber, and BID together. Because of legal reasons the BID cannot be consolidated with the others, however, iManitou can contract to

manage the operations of the BID. The contract will be for iManitou to provide these services for 10% of the revenue budget. This creates additional incentive for iManitou to increase the revenue stream to the BID budget. iManitou commits to providing 32 hours per month to the BID to perform these services. Anything above the 32 hours would be an additional charge working out to 50% what calculates out to \$11.00 per hour. We don't anticipate ever charging for additional time; however we will keep time sheets so that we can keep track of the time staff is spending working on BID services. Ken pointed out a discrepancy and the need for clarification the 10% being from the total revenue and the wording in section 10.2. When Dave sends the final contract it will be emailed to the Board members for approval. Ken also expressed concern that section 7.4 required BID approval of several things including the use of funds and if their Board is not meeting, how that approval would be accomplished. Roger explained they would have the approved budget that we would be working within. John Webster brought forth date concerns in section 4.3. Staff will get clarification on the correct due dates and will have that section changed. Matt asked for clarification on the changes in the amount for Administrative Support in the budget. Tim explained that Susan's time could have been split in two categories, but also in the previous year, Kitty had provided many services at no charge to the BID.

D. Board Appointment (resumed)

Sally Thurston, Blue Skies Inn, was introduced to the Board. Sally handed out additional information on her background which she reviewed with the Board. In addition to being an innkeeper in Manitou Springs, she is a wedding/event planner, licensed contractor, and a "jill of many trades". She is also an artist. She has made costumes for the fruitcake toss and the luau for iManitou as well as other events prior to coming to Manitou. She would share her talents, planning, organizing, costume making, flower arranging, and photography to assist with iManitou events and functions as well as her knowledge in construction and regional building with businesses needing such assistance. Sally stated that having completed the last of her construction, and after 15 years as a resident and business owner in Manitou, she feels it is her turn to serve on the Board of Directors. Her home and business are both located in Manitou. She feels the Board needs a member from the lodging industry and feels the member selected to fill the seat vacated by Paul York, should be located in Manitou Springs and rent by the night. As a board member she feels she can help develop greater business opportunities for the local lodging property owners. Sally stated that lodging properties collect sales tax which go to the City, with a portion to iManitou, but also collect the 2% tax which goes directly to iManitou to fund the activities and advertising that bring visitors to our City. She, and other Manitou property owners, believes the 2% tax should be spent to help put more guests in the Manitou rooms. She pays the 2% on her wedding costs. She stated when the Chamber Visitors Guide and Web site drive visitors to stay in properties outside of Manitou, we also lose business in the restaurants and gift shops. She stated she sends her guests to the shops and restaurants in Manitou. As a Board member she would like to help "keep the money in Manitou" by filling Manitou lodging properties first. She knows that the Chamber assists in filling rooms outside of Manitou because it is the subject of many innkeeper meetings as lodging properties talk about how they get their guests. The innkeepers from up Ute Pass and in Colorado Springs reply that their guests come from the Manitou Chamber. The Manitou innkeepers feel the lodging tax they have collected is being spent on advertising to fill rooms in areas other than Manitou. The innkeepers outside of

Manitou receive the same leads and print and web site exposure that the Manitou properties receive but only pay the cost of membership. Manitou lodging properties need the best exposure, in the down economy, and other properties should be listed as "near by" and feels when visitors stay in properties outside Manitou they are out of range of the other businesses in Manitou as well.