

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

**Board of Directors**

**Meeting Minutes  
January 26, 2012**

**Present:** Tim Haas, Ken Jaray, Marcy Morrison, Jay Rohrer, David Symonds,  
John Webster, Matt Carpenter

**Absent:** Jack Johns

**Staff:** Leslie Lewis, Roger Miller

**Members/Guests:** Coreen Toll (City Council)

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development (iManitou) Board of Directors was held on Thursday, January 26, 2012 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:36 am by President David Symonds.

**A. Action Item: Approval of December Minutes**

Having reviewed the minutes of the December meeting, David Symonds made a motion to accept the minutes as presented. Ken Jaray seconded the motion. There was no further discussion; the motion was approved. Jay Rohrer abstained from the vote as he was not present at the December meeting.

**B. Action Item: Approval of December Financials**

Tim Haas reported that the year finished out as expected which resulted in the need to reach into the equity to balance the budget for 2011. In addition to not reaching projected revenue, iManitou incurred additional expenses that were not projected. The Balance Sheet has December payroll included in the liabilities. Leslie and Tim talked about making those payments in December so the end of the year is cleaner.

For 2012, the amount of projected revenue projected from Events and Internet Sales have been adjusted down and there have been several other projected revenue streams built into the budget. Under Internet revenue, there will be both manitousprings.org and imanitou.com that people can advertise through banners on. Shelly Bailey has been brought on as a contract sales person to assist in finding sponsors for the events. Staff is aware the 2012 budget numbers may need to be adjusted based on what happens with the economy but plans to be very aggressive in trying to reach the projections. Ken asked if it would be possible to have actual numbers updated and provided to the Board and was assured he would receive final numbers for 2011 after everything is in and all of the adjustments are made by the accountants.

Dave made a motion to accept the Financials as presented. John Webster seconded the motion; it was approved.

### **C. New, Renewing, and Non-Renewing Members**

Dave asked if the businesses listed as Renewing Members included the businesses that the City provides basic membership for. It was explained that the list given to the Board only includes businesses that pay for the expanded membership benefits. Ruxton's Trading Post has chosen only to have the Name, Address, and Phone number listing (City provided membership benefits). Roger stated it was a concern that businesses were under the understanding that membership was now free. When a business chooses to go with only the "free" membership they don't get the description, web address, links, or brochure distribution.

Dave asked because the By-Laws state the Board needs to approve the renewals, if all of the businesses receiving the City provided memberships should be listed as renewing and be approved as well. Many of those businesses did not fill out and return the "Application for Membership" that was sent to them when the consolidation occurred and they began receiving the basic membership.

Tim stated that he believes that some businesses may not be paying for the membership benefits due to economics. For many retailers it was not a good year. Roger feels, unfortunately, that many don't want to pay for membership because they can't let go of the past. Marcy Morrison made a motion to approve the New, Renewing, and Non-Renewing Members list. Tim seconded the motion and it passed. Marcy suggested that staff continue to visit with the businesses that choose not to pay for membership and maybe they can be turned around eventually. Roger feels iManitou will have additional exposure to those businesses as we take over the function of the BID. Currently Roger visits 2 or 3 of the businesses when he is in the downtown area.

A full membership list will be provided to the Board. Staff is working with the City to get a list of all businesses that have a business license in town so that we can contact businesses that are not members to explain the benefits of membership to them. Marcy stated there are businesses (home based) that may not have a business license as well. Councilman Carpenter reported that the City is working on moving to a system where they will be collecting the sales tax instead of the State collecting for Manitou. The money for the software needed has been allocated in the 2012 Budget.

### **D. Board Member Duties, Responsibilities & Election of Officers**

Following a request by Ken and realizing iManitou really didn't have anything that defined Board Member Duties and Responsibilities, Roger researched what other Chambers have and combined that information with some of the direction in the By-Laws to create a draft for a Board Orientation. It is designed as a base document to open discussion. As three of the members were not involved in the consolidation, some of the documents included in their Board Books were how the revenue stream was devised, the Summary of the Strategic Plan, and the Functions Chart.

Dave previously informed Roger that he would like to step down as President, Tim has been the Treasurer and the Vice President position is available as well. Roger has discussed the Treasurers position with John. Roger stated it would be good to announce the officers at the Membership Meeting on February 9. The Board discussed the By-Laws and the wording of the

Annual meeting as a time for election of the Board. Ken expressed concern that the By-Laws have some conflicting wording that should be ratified for clarification. It was determined that there should be a small group of the Board put together to work on the By-Laws and make sure they are clear. Dave clarified, according to the By-Laws, by November 1, the membership must be notified of any openings coming up on the Board. The new Directors are then determined by the Board in the November meeting, the election of Officers should take place in the December meeting so they take office in January. Marcy suggested most boards have a nominating committee and that it would be better for the committee, instead of staff, to be working on the slate of candidates both for Directors and Officers. There was additional discussion of the most appropriate time to elect the Officers. Ken proposed that openings be announced to the membership in October, November 15 the applications close, in December the Board elects the Directors. Between December and January, the nominating committee would meet and propose a slate of officers for election at the January meeting. The nominating committee could work to recruit candidates for the Board in October. Ken requested the Board of Directors list be amended to include term end dates.

Following additional discussion, the proposed slate for 2012 was Tim Haas as President, Dave Symonds as Vice President, and John Webster as Treasurer. There was additional discussion as to the need for the nominating committee to work on presenting the slate of officers and concern of perception by the membership without a separate committee. Matt Carpenter asked if there were other nominations for the positions. No one responded with additional nominations. Dave made a motion to approve the slate as presented. Jay Rohrer seconded the motion; it was approved.

Staff will ask the membership if anyone would like to serve on the nominating committee. It will be included in the Orientation and will become part of the normal procedures for the Board.

Ken brought up the need for the Secretary position to be filled as well. The COO is listed as a non-voting officer of the Board. Dave made a motion that Leslie Lewis be the Secretary to the Board for the year. Tim seconded the motion and it passed. Marcy volunteered to chair the Nominating Committee when it is formed.

**E. Action Item: Authorize Signers for iManitou Accounts**

Authorized signers on all bank accounts currently are Tim Haas, Dave Symonds, Marcy Morrison, Roger Miller and Leslie Lewis. Two signatures are required on all checks over \$500. Dave made a motion to keep the same signers on the account. John seconded the motion and it passed.

**F. Building Update – Approve requesting estimate for Architectural Services**

Pikes Peak Country Attractions Association will be moving out by the end of February. It will allow iManitou to move forward with the remodel. In looking at what we need to do and the structure of the building, Roger would like to hire an architect to draw the opening in the wall to expand the Visitor Center. The wall is a load bearing wall. The architect will then take the drawing and get approval from both Regional Building and the City. Roger requested approval to get an estimate on the cost of architectural services. John suggested iManitou use a Manitou architect. Leslie stated we do not have an architect as a member. To save time, Roger will

receive the estimates and send them to the Board instead of waiting until the next meeting for approval. Ken asked if there was a budget for the remodel project. After an estimate is set, the Board will need to set a budget for the project. The estimate Roger received to do the flooring (carpet, tile and leveling the restroom floors) was approximately \$8,000. There is concern about using ceramic tile so Roger will look at using carpet tile instead. The change to carpet tile will reduce the estimate. The ventilation is a concern in the back of the building as the duct work is in the slab foundation. Marcy suggested that plans be considered for the future, even if we can't afford it currently. The Board discussed the need for a conference room which will be part of Roger's office at this point. It was suggested that the Board receive two proposals – one for the immediate needs and a second with long range plans that may include a new building or possible change of location.

Councilwoman Toll stated that Councilwoman Ford has suggested that City Council look at a possible lease purchase of the Tajine Alami building to secure the area for additional parking for the City. She believes this will be considered by City Council.

#### **G. Parking Update – Residential, Downtown, Incline and Center Lane Ordinance**

Roger has been working with Councilwoman Toll on a Center Lane Ordinance. Councilman Carpenter has also been working on this. There is a suggestion that a decal permit be used for non-commercial vehicles that the businesses could put in their window to allow them to deliver goods to their businesses. The ordinance has not gone to the Parking Authority Board or City Council yet but Roger wanted the Board's thoughts before going further. Dave mentioned concerns for someone who may have purchased something from a business that they would need to pick up. They may see other private vehicles in the Center Lane and not realize it requires a permit. The resident/visitor may receive a ticket if they stop in the Center Lane. It was suggested the merchant should be responsible for informing their customers and possibly meeting them outside with that purchase. It has also been suggested the merchant would have a temporary permit that they could allow the customer to use while they have their car in the Center Lane. Councilwoman Toll will add a placard for pick-ups to the ordinance discussion. Jay Rohrer brought up that many businesses may need two permits instead of one which can be changed as well. Roger will research the weight restriction for CDOT and get back with Councilwoman Toll.

Councilwoman Toll, Councilman Carpenter, and Roger have been working on the Incline Parking. At the Parking Authority Board meeting, they were informed that Colorado Springs is working on getting the IGA signed. The Parking Authority Board is opposed to the signing until the Residential Permit program is in place. The City of Colorado Springs is willing to help on getting the parking in place to move the process forward. Ken suggested that the IGA needs to be signed so the group can get grants and work on the parking and the maintenance but that it could be done so the Incline could not open yet. Councilman Carpenter disagreed and stated that the IGA was the only thing Manitou Springs still has to make sure programs are in place prior to opening. Councilman Carpenter stated the Residential Parking plan needs to be implemented throughout the City, not just on Ruxton Avenue, prior to the opening. The City has made a request to CSU asking that some of the funds from the Barr Trail lot be allowed to be used on the city wide parking plan. There is a meeting Friday morning with a consultant (Nelson

Nygaard) that will be regarding their plans for implementation of the parking plan. Roger requested that he be allowed to send a letter to City Council requesting that a full residential parking plan be in place prior to the Incline opening.

Roger is hearing that 80 – 90% of the downtown businesses support paid parking in the downtown area. The Mayor has asked for a letter of support from iManitou on paid parking in downtown. Roger stated that he would go talk with the business owners with a survey but concern was expressed on how the questions were phrased would influence the results. The Parking Authority Board is not at the point where they have a full plan that could be discussed with merchants. Roger will work with Councilwoman Toll, Councilman Carpenter, and Jay Rohrer to draft questions for a downtown merchants survey.

#### **H. Buildings, Sidewalks, Snow Removal, etc**

In taking over the BID the beginning of February, concerns came from the December snow storm. Roger met with Bruno Pothier, Brad Walters, and Jack Benson and part of the discussion was what happened with the downtown sidewalks and streets in that December storm. Roger met with Hawk and they walked downtown. In looking at the sidewalks, there are a number of tables and chairs, planters and benches that were not there two years ago. The CDOT right-of-way is building face to building face. All of the improvements to the district are owned by the state. CDOT has the clear zone which is the curb to the building face and does not allow for any alcohol, merchandising, or outdoor seating. At the time the improvements were done, there was a different person in charge of CDOT, who did make some exceptions and allow for some of the outdoor seating. With Kitty Clemens gone, there has been no one downtown to remind businesses that they need to keep the clear zone clear. Having all of the obstacles along the sidewalk makes it much more difficult as well as taking more time to clear the sidewalk. Hawk loses his momentum, with all of the starts and stops, and cannot plow as well. It was brought up that the BID really doesn't have a clear statement on policy of what is allowed outside a business. Roger also stated now that the streetscape is improved, it is much more noticeable that some of the buildings are falling into disrepair. Marcy had a conversation with a visitor in December that pointed out the disrepair of the buildings including needing paint, new siding, and other repairs.

Roger stated that HPC does have some codes regarding the upkeep of buildings. One of his thoughts is to send a letter to all of the businesses to let them know that we will be managing the BID and include polite reminders about keeping the sidewalks clear and the maintenance of their buildings. It was determined that Roger should meet with Jack Benson and the Mayor to talk about the guidelines that were established when the BID was set up. Ken stated that there is a definition of a substandard building in the Code and possibly that should be presented to the businesses.

#### **I. Events Workshop**

Roger handed out a Special Events Policy packet that he created using a program from New South Wales. He modified it for Manitou Springs and will be sending it to Jack Benson. The City doesn't define community events, public events and private events currently. This program not only gives definition to the types of events, but parking and transportation needs for each type.

iManitou is supposed to have a meeting with City Council on February 28 to discuss events. Roger asked the Board to review the policy and get input back to him as well as put the February 28 work session on their calendars.

Christina Hernandez, and the School for Inner Health, had approached iManitou and the City about helping with a “Wellness Day” in Manitou. This will be February 15. The spouses, from a deployed unit at Fort Carson, have been invited for free massages and other specials and discounts in Manitou. When approached, it seemed like a very simple thing. It has grown tremendously. The group now wants to have a flash mob in downtown in the roundabout. Initially we were only going to have a 15 minute welcome at the Town Clock by the Mayor. With an expected 150 – 200 people we requested the use of City Hall. The group now wants to use City Hall for most of the day. We have co-requested the use of the Hall and the waiver of fees for that use. We are supporting this event, but are not a sponsor.

#### **J. Community Kiosk Program**

Ken wanted to give the Board an update on the kiosk program. The three main components are health and wellness, enhancing the visitor experience, and keeping the Manitou Springs Forward plan as a “living and breathing” document. They are working on the design. Ken handed out a rough concept of the design. Mitre Corporation has approved 80 hours of engineer time donated to work on the project. The group is working on hardware and software and the funding. They are working on the photo element, so people can buy photos through the kiosk that may be part of the business model. They are trying to develop content. In addition to working with Floyd, they are working with the Library. They have raised about \$9,000. He would like to know from the board if the visitor component should be part of the project. Possible locations are at the Spa building, the town clock and the Wichita lot. They would like to eventually have 3. The initial kiosk will probably be in the Spa building area. Marcy mentioned the importance of having the maintenance plan in place. Ken thinks the photographs will support. There is talk of having businesses people can go to pick up the prints of the photos. Roger has discussed possibly having tickets to the attractions available for purchase through the machine with Michele Starling. Other things such as hiking maps might be able to be printed. Ken asked if the Board thought they were on the right track. Dave expressed concern that the sale of photos might not be a strong enough funding source especially during the off season. Ken said the project would not go forward without a Business Model that would support it. With the parameters, self-sufficient and there are funds for maintenance, by consensus the Board is supportive of it.

#### **K. URA**

The URA is looking for a member. They have decided to take some of the money from their account and offer mini-grants to businesses in the area. The funds can be used for painting or sidewalk repair or other upgrade needs the business owner might have.

#### **L. City Report**

Councilwoman Toll was asked to fill in as Councilman Carpenter needed to leave. At the regular meeting on December 20, Carnivale was approved with partial sponsorship by the City. The

Nature of Things received approval for some extended weekend hours. At the January 3 regular meeting, new council members Donna Ford, Randy Hodges, and Gary Smith were sworn in as well as Councilwoman Toll and the Mayor. Matt Carpenter was elected Mayor Pro-tem. Council formally hired and recognized Chief Richard Myers as the interim police chief. A contract was approved for the Safe Routes to School project. On January 7, in a special meeting Council interviewed for the Finance Director and hired Rebecca Davis for the position. On January 10, in work-session, Council discussed the consultant proposal for the residential parking program and determined they want implementation done and not another study. The decision on the funding for that was postponed until February 7 to allow time to confirm the proposal is for implementation. At the January 17 regular meeting Council approved a conditional use permit for a fitness and nutrition center in the Twin Springs building.

#### **M. COO Report**

Staff met with PHC and the Manitou Library. They are requesting that we re-sign our commitment to the PHC program. The Library is putting together a workforce training program to work with students to better prepare them for employment. The Library would like to do a short presentation at the Membership Meeting to determine what businesses would like to see included in the training to better prepare students for interviewing and being employed.

The Board was reminded that the membership meeting will be February 9, 5:15 p.m. Social time, with the meeting to begin at 6 p.m. iManitou will provide pizza, beer and wine. Invitations will go out tomorrow to the membership.

Having no additional business before the Board, the meeting adjourned at 11:37 a.m.