

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

Board of Directors

**Meeting Minutes
December 13, 2012**

Present: Tim Haas, Ken Jaray, Marcy Morrison, David Symonds, Julie Vance,
John Webster, Matt Carpenter

Guests: Jennifer Brown, Tara Hawbaker

Staff: Leslie Lewis, Marcy Morrison

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 13, 2013 at Manitou Springs City Hall. The meeting was called to order at 8:37 am by President Tim Haas. Jennifer Brown and Tara Hawbaker, new members for the Board in 2013, were welcomed to the meeting.

A. Action Item: Approval of November 12 Meeting Minutes

David Symonds made a motion to approve the Minutes of the November 12, 2013 meeting as presented. Ken Jaray seconded the motion and it was approved.

B. Action Item: Approval of October & November Financial Statements

John Webster explained that the Financials would not reflect any payroll savings even though there was a staffing change because of the severance and vacation payout. He reviewed the Balance Sheet and financial statement with the Board. The Board anticipated \$45,000 shortfall in the 2012 Budget and the financials are still on track with that projection. The need to stay within the budget for 2013 was emphasized. Dave made a motion to accept the financials as presented. Julie Vance seconded the motion and it was approved.

C. Action Item: Approval of New & Renewing Members

Ken made a motion to approve the New, Renewing and non-Renewing members. Dave seconded the motion. It was asked if the four non-renewing members were just not renewing or if they were closing. Staff responded that Sunnymede and Eastholme in the Rockies were Bed & Breakfasts that had closed. Cripple Creek Hospitality House and Edge Custom Framing were not renewing (Edge due to economics and Cripple Creek Hospitality House because they had been receiving complaints that they shouldn't be listed because they were not that close to Manitou Springs). The Board approved the lists as presented.

D. Action Item: Resolution Expanding Number of Board Members

Ken made the following motion "In accordance with Article 4, Section 4.2 of the By-Laws, the Board hereby resolves to increase the size of the Board of Directors from seven (7) members to

nine (9) members with the additional seats to take effect as appointed by the Board of Directors.” Dave seconded the motion and it was approved.

Dave made a motion to elect Ken Jaray, Tara Hawbaker, and Jennifer Brown to the Board of Directors. Tim seconded the motion and it was approved with Ken abstaining from the vote.

Dave made a motion to amend the November 1, 2013 meeting minutes to include the action taken by the Board of Directors of appointing Marcy Morrison as the interim COO and CEO of iManitou. Julie seconded the motion and it was approved.

E. CEO/COO Report

Marcy reported she has been visiting with/interviewing with a lot of people. There will be an article in the Gazette written by the business editor. John Weiss, Independent, will be at the next meeting to discuss some ideas on marketing. Doug Price, Colorado Springs Convention & Visitors Bureau, would also like to visit with the Board at the January meeting and would like to do more partnering with Manitou Springs. The CSCVB was able to get a \$100,000 grant for marketing from the Federal Government. Marcy suggested that the Board ask Doug questions about how they operate. She has also been visiting with people she knows in Manitou. Marcy will be meeting with Paul York to discuss Convention business in January. Marcy has the contacts to work with people outside the organization and with the City to help promote Manitou Springs.

Marcy handed out an article on how ski areas are now working harder to get summer traffic and that Manitou Springs needs to add more reasons for people to visit. She reported in talking to people outside, Manitou Springs has a great reputation but we need to keep encouraging people to come.

iManitou does need to work on its Social Media aspects.

Marcy has met with Jack Benson a couple of times and he has been very helpful. We went to City Council and requested an additional \$8,152. The money will be used for additional computers and backup systems. The Council decision was not unanimous however it was approved. She stated that she is grateful for City Council's support and iManitou will be working very hard to convince Council that we are wisely spending their money. We will make every effort to be as collaborative as we can with the City and the organizations connected with it.

We have a Marketing meeting and an Arts meeting set up in January and will set up a meeting with the Health & Wellness group when they are ready.

We met with Tim Gaudette with the Small Business Majority asked to meet with staff. Marcy was impressed with his presentation and would like to invite him to be a speaker at our Annual Meeting. He is traveling all over the state and reaching out to small business.

We have the Fruitcake Toss coming up. We are working on better signage to get people to the high school.

The other outstanding issue is the Sidewalk Ordinance. That is the ordinance that was originally passed in 2006 to take care of the outside furniture and make sure there is a 4' sidewalk expanse, and making sure there are no sandwich boards next to the curb (safety issue for CDOT). Marcy has spoken with Dan Folke about it. There were some suggested changes to the ordinance last June but they have not gone to City Council. Dan thought that might be presented to Council on December 4 but has admitted he has not gotten to it yet. The City Administrator has told Marcy the changes need to go before the Planning Commission. Marcy asked Matt Carpenter if he could help with this issue. The tables create a problem for Hawk being able to clear snow from the sidewalk.

Jennifer Brown reported that they are looking to open another store in 2014. They are looking at Steamboat, Durango, California or Florida with the goal of increasing their revenue in the winter. She offered to consolidate their research as to how they do in the winter and share what she finds in the other communities.

Marcy brought up the membership in the US Chamber of Commerce. The bill for membership dues is \$550 per year. The Board discussed there may be more value in being a member of organizations at the state level vs on the national level. Dave made a motion to not renew the membership with the US Chamber of Commerce for 2013. Julie seconded the motion and it was approved.

As part of Economic Development, Marcy brought up the Manitou Springs sign on Highway 24. In 2011 there was an email from Bruno with a price from Gordon Signs asking iManitou to share the cost of redoing the design. Leslie sent Bruno an email asking what happened with the plan to redo the sign at that time but hasn't received a response. The sign needs to be redone this year. It is an economic development issue and needs to look good to bring people into Manitou Springs. Ken mentioned the sign on El Paso that needs to be redone. The Board discussed the wayfinder sign at El Paso coming from Balanced Rock is missing and needs to be replaced. Marcy would like to talk with the City about partnering on replacing all of the signs being discussed. The Board directed Marcy to get proposals for replacing the signs.

F. City Report

Matt stated he was happy to report the City received a \$16,000 grant for fire mitigation on the north side of Iron Mountain.

There were not a lot of changes in the budget. The School SRO has been dropped per the request of the superintendent so that put \$8,000 back in the budget. The iManitou request was approved for \$8,000 so the budget reserve is approximately \$463,000. There was pretty good growth this year due in large part to one time income sources from the Fire Department going outside the area to work on other fires.

On the 2nd to the last page of the budget, there is a graph that shows the breakout of property tax and shows how little of the property tax actually goes to the City.

Ken asked for an update on the hiring of a Parking Management person. There is \$60,000 set aside for that position. City Council has several work sessions planned for that issue.

John asked about the decision not to have the School SRO and Matt explained that was a budget decision for the School District. The City will still have a police officer at the school but not a Sergeant and not as much as they would have if it was a shared budget expense.

G. BID Report

The BID Board met the previous day. Tim reported that they are in “decent” shape financially. They decided to continue to contract with iManitou for the administrative services. There will be an effort for a spring clean-up in the downtown with the BID using a high temperature power washer to clean the sidewalks. The BID Board feels strongly that what has been done needs to be preserved.

The shops on Ruxton, around the corner from Ruxton’s Trading Post, has requested signage that says there are more shops around the corner. Because they are outside the BID boundaries they are not eligible to have signage on the BID signs. One of the businesses, Calamity Kites, has talked about closing her business because she doesn’t have the traffic to support the shop. Dan Folke will be contacted about a possible location that a sign could be placed to hopefully increase traffic to that area. The BID is going to look at the possibility of expanding the BID boundaries to include not only that area but also the additional area in the revitalization. Ken suggested that the stores could be asked to make a voluntary contribution to the BID in exchange for signage which Tim stated was discussed by the BID Board. Marcy recalled that the BID Boundary was complicated and would involve legal fees.

Dave suggested that an outreach needs to be done with the businesses to encourage them to take more responsibility for cleaning the sidewalks outside of their businesses.

The Board discussed the hours businesses are open in the summer and winter. Marcy will have staff prepare a list of current business hours and the Board can work to get a consensus of businesses to agree to late hours (at least a couple of days per week) in the summer.

H. URA Report

Marcy reported that there are some exciting things happening with the URA (Urban Renewal Authority). They have hired a planning firm that has created a report that shows some of the things that could go in if some of the existing structures were replaced. They created a Land Use Model. The URA has voted to continue working with this firm.

Ken asked if that was included in the area that received the \$300,000 RTA grant and was told that grant was given to the City and County for the study on “No Man’s Land”. That area stops at the Manitou Springs arch.

I. Staff Report

Karissa Ballard has been hired to staff the Visitor Center on Saturdays. She also works for the Garden of the Gods Trading Post. She grew up on the west side of Colorado Springs so she knows the area well and didn't take a lot of training.

The 2013 Visitors Guide went to the printer yesterday and are expecting the printers proof back today. The printed guides are scheduled to be delivered the first week of January.

The Fruitcake Toss is coming up. One group from the Travel Channel is confirmed to be there and staff is talking to a second film crew, also from the Travel Channel to possibly be there as well. We made some minor revisions to the pneumatic division to draw more interest from teams. We have all of the sponsors for the t-shirts.

The Gumbo Cook-off is in February. We are adding "Gumbo" dollars which will be \$2.00 bills and we will hand out 100 that can only be redeemed that day. Dave suggested they only be valid in retail locations and after discussion the board agreed.

One of the items that was on the request for additional funding that the City approved was funds to cover staffing on Sundays. With that approval, we will begin opening on Sundays in January.

J. Unscheduled Appearances

Ken handed out the one page document and asked that the board to discuss how the vision plan can be used as an economic driver for the community at some point in the near future. In the full plan, which is online through the City web site, there is a section on Economic Development. The Vision guide has been adopted by the City. Ken feels it is a good tool, with suggested strategies. Ken suggested that it could be used as an asset, and potentially the foundation, for iManitou's economic development program.

Tim explained that the Board would be going into executive session to make some decisions on the budget and general operations for iManitou. The Board will come out of executive session and back into open session to take action on the determinations and to approve the 2013 budget. Ken expressed concern regarding going into executive session to discuss the budget. Marcy explained that it is an integrated problem between personnel and the budget. A lot of the discussion will be around the personnel portion of the budget.

After discussion, Jennifer Brown and Tara Hawbaker were invited to stay.

Matt asked if the Event revenue had been consolidated into one line for the 2013 budget and was told yes. Staff felt having a sponsorship revenue line and the event revenue line were confusing and that one item could include all revenue. Matt requested breakouts for Marketing and Special Events be added as an additional tab to the spreadsheet to give further information to the board.

The board adjourned at 10:11 am to go into executive session.

The Board reconvened in regular session at 11:07 am

K. 2013 Budget

Julie Vance made a motion to increase the Economic Development expense by \$20,000 with the intention of revisiting the signage that Manitou needs as well as other opportunities as they become available; increase Marketing and Advertising by \$20,000; and increasing Payroll & Benefits by \$5,000 to allow for staffing as well as job duty realignments and possible salary adjustments because of the realignments. Dave seconded the motion.

Julie amended the motion to have the Economic Development line item include paying Marcy Morrison a monthly stipend, up to \$6,000 per year, for acting as the Interim Chief Operating Officer. Dave accepted the amendment to the motion. The motion passed with Marcy Morrison abstaining from the vote.

Ken brought up the concern of paying a stipend to the Board Member who is the City appointment to the board. Marcy will contact the City to discuss this concern.

Having no additional business before the board, the meeting adjourned at 11:13 a.m.