

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

Board of Directors

**Meeting Minutes
November 12, 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 Monday, November 12, 2012 at the Garden of the Gods Trading Post. The meeting was called to order at 5:06 pm by President Tim Haas.

A. Action Item: Approval of November 1 Meeting Minutes

David Symonds reported that he had reviewed the Minutes of the November 1, 2012 Meeting and made a motion to accept them as presented. John Webster seconded the motion and it was approved.

Tim Haas made a motion to approve the action taken in Executive Session. Following discussion, the Board unanimously decided to release Roger Miller from his position as COO of iManitou. Ken Jaray seconded the motion and it was approved.

B. Board Member Interviews

Marcy stated that she and Ken met with Tara Hawbaker and discussed the possibility of her joining the Board of Directors. Tara was then invited to meet with the full Board. Tara shared that she and her husband bought a house in Manitou Springs about a year and a half ago. They lived in Old Colorado City previous to that for approximately 2 1/2 years. They came to Colorado from Kansas. Her business is in Health and Well Being. She helps people with Clean Eating programs, Physical Fitness and through natural lifestyle and supplementation. She stated that the bigger vision of why she wants to join the Board of Directors is to bring more focus to Health and Wellness and be a part of the community. Tara started the Manitou Running Club. It is in its ninth week and they have 15 – 20 people each week. She would love to serve, lead, volunteer and fill a need in the community. Marcy stated that one of the major needs of the Board is to have members who attend on a regular basis. The Board meets once per month with an occasional special meeting and asked if Tara would be able to attend regularly. Tara stated she would commit to the Board and make attending meetings a priority. Dave asked what exactly Tara's business is. She explained it is called "Dear Tara" and it is a home based business. She meets with clients/customers one on one and provides Clean Eating programs to fit their lifestyle needs. She started the Running Club to bring people and businesses together as a way

for them to connect. Dave asked for an explanation of what Clean Eating is. Tara explained it is everything like whole grains, lean meats, healthy fats, etc though not completely organic. It is an approach to a healthy lifestyle.

Jennifer Brown introduced herself as CEO and President of Crown Enterprises and explained that includes Quacker Gift Shop (738 Manitou Avenue) and Delish Bodyworks which is a line of bath and body products that they manufacture and sell in their stores. Crown Sales is their wholesale division and how they distribute a couple of 100,000 ducks all over the country for duck races every year. Jennifer decided to apply to be a board member because they are about to put their store under construction as they have signed a long term lease in Manitou so they are in Manitou for the long haul. They recently opened a store in Grand Lake that has done well. They would like to make Manitou their “flagship” location. Jennifer has been an entrepreneur her entire life. She has a Master’s Degree in Economics and has completed all but the Dissertation for her PhD in Communications, Ethics and Rhetoric at the University of Denver. She enjoys using her education outside of her entrepreneurship and feels communication and leadership are her strong suits. She would like to bring that leadership to the downtown area. She stated she likes to describe herself as “pro-business”. Marcy asked how Jennifer perceived the visitors to Manitou compared to the visitors to Grand Lake. Jennifer stated that Manitou caters to the family dynamic and Grand Lake has a lot of second homes which is a little different. They originally opened their store in Manitou because of the family market. They also love to see the convention travelers that are in the Colorado Springs area.

Marcy explained to both candidates that they were welcome to stay for the Board Meeting until the Executive Session. They were free to leave and would be notified of the Board decision.

C. Discussion: Changes to 2013 Budget

Leslie handed out an updated Financial Statement with October actuals added but it does not contain the information on the protected income that has been received. A more complete form will be emailed to the Board. The financial information contains the 2013 Projected Budget for discussion. Ken asked if there had been a response to Dave’s question on the EDC Grant. Staff stated that Roger previously reported that he had received an email on that grant so staff will look through his emails for the contact information and follow-up. John asked if iManitou had any additional information on the city funding. Matt reported Council would be meeting in a retreat to discuss the additional funding requests received. Marcy asked if the people who had requested funds would be notified of Council’s decisions prior to the first budget hearing. Matt asked if Marcy was asking for a “heads up” prior to the meeting. Marcy stated she was just wondering and that might not be the way Jack handles things. Representatives of iManitou will be at the meeting. Julie asked if the agencies requesting funds have an opportunity to make their case for additional funding. Matt stated the meetings are open to the public but Tim and Marcy felt the iManitou request has already been presented. Matt stated some of the requests for additional funding are from city departments. Matt further explained that people are a lot more optimistic following the election results with the passage of the Park and Library issues. He stated he would cover more in his city Report, but with the passage of 1A there was some hope that El Paso County would pick up dispatch at no charge to the city and instead of saving

\$70,000 by going with Fountain, Manitou Springs could save the \$200,000. Matt felt each request should be considered on its own merit.

Ken asked about the additional revenue expected from the BID and was told that would be paid in December. He also asked if the Payroll and Benefits amount had been adjusted because of the recent change. Staff explained that the numbers on the sheet were through October but with the payments made no reduction will be seen in November numbers either. John explained that no real difference will be seen in Payroll and Benefits until January and that would depend on staffing and how the Board moves forward. Ken asked if staff expected to spend the additional money in the marketing budget. Staff advised the holiday advertising discussion is scheduled later in the meeting. Ken asked if staff expected the anticipated revenue from the web sites and was told no. Matt asked how there were no vacancy savings with the staffing change. It was explained that there was severance and vacation pay that were paid. Ken asked if the additional city funds would be paid and was told they would as the annual funding is divided into monthly payments.

Marcy asked Tim if he wanted to give a BID (Business Improvement District) report as it had been unintentionally left off the Agenda. Tim reported that the BID Board did hold a meeting the previous week. Mike Baker, who had been the BID accountant for a number of years, passed away unexpectedly. Mike had previously taken care of the Certification of the Assessors Roles with El Paso County so Leslie has taken that over to get it caught up. Tim reported the BID is in a good position financially but has some decisions to make regarding the wireless network that was set up. The BID has set aside some of their budget for capital improvements. The BID Board is comprised of Tim Haas, Bud Ford, Chuck England, Jessie Cormaney, and Clint Hensley. Ken shared that he feels wireless service downtown is critical these days. It was described in the vision plan that Manitou would have wireless throughout downtown. The wireless was intended to be a revenue generator for the BID and has been an expense. The current service does not work well so it does need to be addressed.

After discussion, Tim made a motion to accept the 2012 budget and the proposed 2013 budget as presented with the understanding that the 2013 budget would be amended at a future time. Ken seconded the motion and it was approved.

D. Update: Volunteer Recruitment

Staff had placed a short article in the Pikes Peak Bulletin regarding the iManitou need for volunteers to cover Saturdays. We have a number of volunteers that can fill in during the week and we have the volunteers that have a regularly scheduled time slot during the week. Sydne Dean had been working on Sundays and is available to fill the Saturday time slot occasionally but not on a regular basis. We have received one call from someone who will come in later this week to discuss the position. The person interested does not want to volunteer every Saturday. iManitou has a listing in the volunteer opportunities section of the Gazette as well. Staff will ask the Bulletin to rerun the article to hopefully generate more interest. Julie suggested that we post the opening on our web site and staff will have it put back on Facebook. The office is open from 9:00 am – 4:00 pm so the time could be split in two shifts. Julie suggested contacting the High

School and look at both National Honor Society and Student Council student members as they need volunteer hours.

E. Discussion, Action Item: Weekend staff

Staff asked about hiring someone to work Saturdays and possibly some holidays. The existing staff has been covering these days but explained that when a staff member is in on the weekend they typically spend that time on the front counter assisting visitors and then have a day off during the week to compensate for that day so you really lose two days of their time for regular duties. The discussion continued that there should be two people in the building at all times from a safety standpoint. There have been times when there are volunteers in from 10 am until 2 pm so the staff person is alone for an hour in the morning and two hours in the afternoon. Ken asked about shortening the hours on the weekend days which were discussed. The Board also discussed the idea of closing on a weekday instead of the weekend. Discussion followed that numbers are down this year which is attributable to several factors making it difficult to compare to previous years. Ken asked what types of questions are being asked and what times visitors come in. Marcy offered support for bringing in an additional person to fill in on Saturdays if at all possible. Tim added that he feels being open on Saturdays is important and that being open on Sundays, as well, is important during high season. After speaking with Leslie about this possibility, he checked with his scheduler as his stores are reducing hours for some staff. If the Board approves hiring an additional part time person, Tim has two people that he could send to interview. The board, based on recommendations from Marcy, may want to restructure the hours and days of the week going forward into 2013. Marcy felt this might be a solution through January and look at the possible restructure of hours following that. Julie offered that she also has an employee that would be very good with the visitors that she cannot keep full time through the winter that she will have contact Leslie for an interview. After additional discussion, Julie made a motion to allow staff to hire a temporary employee for Saturdays. Ken seconded the motion and it was approved.

F. Update: 2013 Visitors Guide

The 2013 Visitors Guide is coming along very well. Brittany made phone calls to all members who had not returned their listings. Floyd has updated that information and will be turning the guide over to Sarah early this week. Sarah will then work on the layout of the guide. Leslie is hoping to go to the printer earlier than normal because the office is down to approximately 200 guides to get through until the 2013 Guide is in. Julie suggested not sending guides out on the requests received for summer and saving the books for visitors in the office. Marcy will be meeting with Paul York to discuss keeping the Cliff House ad in the 2013 Visitors Guide. Dave asked if the guide would be held until the ad revenue matches the budget projection. Staff stated that normally the ads lost are replaced early in the process so that the revenue would be known prior to going to print.

G. Action Item: Holiday Advertising

The BID has \$6,000 in their budget for holiday advertising. The last couple of years, the BID has given that money to iManitou to place additional advertising with the iManitou campaign. This year, the BID agreed to the same arrangement on the condition that iManitou spend at least the

same amount as was spent last year. In 2011, the total holiday advertising amount spent was \$17,881. The Board reviewed that there is still about \$12,000 in the iManitou marketing budget which is already included in the budget projections. After discussion, the Board agreed to direct staff to move forward on the holiday advertising.

H. Special Events

Staff is still wrapping up the last of the Coffin Races. iManitou received the bill from the City for the event and reported it was \$4,600 instead of the \$5,900 that had been projected. Staff is working on the Fruitcake Toss, coming up January 12, at Manitou Springs High School. Floyd is contacting previous sponsors as well as working on the t-shirt design for that event. Staff will go into the Gumbo Cook-off/Carnivale immediately following as it will be February 9. In previous years, Jack Elder has approached iManitou about taking over Carnivale. Staff asked the Board to think about what the solution would be if Jack decides he can no longer put on Carnivale. As it is at the same time as the Gumbo Cook-off, it would be difficult for staff to run both events. Julie brought up the cost of closing Manitou Avenue and that money is not in iManitou's budget at this point. While the event doesn't bring in a lot of money to the retail shops and only a minimal amount for the lodging properties, it does bring a lot of exposure to Manitou. The bars and restaurants are the ones who benefit the most from Carnivale. Dave recommended getting the bars and restaurants together to discuss the coffin races and Carnivale. Staff will contact Jack Elder to see if he is planning to continue putting together Carnivale and go from there. The board also discussed possibly raising the entry fee for the coffin races.

I. Panhandling Ordinance

The Panhandling Ordinance handed out is already an active ordinance in Manitou. Marcy spoke with Jack Benson who acknowledged this ordinance is not as strong as the ordinance being proposed for downtown Colorado Springs. Business owners in Old Colorado City and "No Man's Land" are concerned that the Colorado Springs ordinance will push more panhandlers into their areas and Manitou Springs. Those groups are not getting support from Colorado Springs but are being told that downtown is step one and they may get support later. Matt explained there is a fine line between what people want and what is constitutionally allowed. There needs to be an education campaign to educate people not to give money to the people sitting on the corners with signs. Tim expressed concern that Manitou Springs already has a problem and businesses have been hurt by the panhandlers and Manitou may see an increase because of the panhandlers being forced out of downtown Colorado Springs.

J. City Report

Matt already discussed the budget and upcoming retreat. Phase 5B is underway. There have been 5 people who have applied to implement the RPP (Residential Parking Program). Matt explained that the position is not the Parking Manager but someone to put the RPP in a framework so it can happen. City Council feels the residents in each area should vote on putting the program in their area. Council's goal is to set the framework by January but Matt was unsure on when a decision would be made on awarding the contract. There was no meeting of Council last week and Matt felt this week's meeting will be short as the only item is the Cog request for a

conditional use permit to be able to charge for parking. Marcy reported she had been on a tour of the Cog last week, with Spencer, and was told about their plans.

K. Discussion:Downtown Ordinance Outdoor Seating Changes (1st Reading – Dec 4)

Marcy spoke with Dan Folke and learned nothing has been done on the requested changes to the Downtown Ordinance regarding outdoor seating. Dan needed to make some changes that were requested and the Ordinance then needed to be passed through the City Attorney prior to going to Council. Dan indicated that the 1st Reading would be December 4. Marcy is hoping the Board will receive a copy of the proposed changes prior to the City Council meeting. Tim didn't realize that there was ever an ordinance passed. He did report the suggested changes, from the BID Board, came because of the problems Hawk has had in previous years trying to clear the sidewalks in the winter time. The other requested change is to have more definition to the number of displays allowed per business to keep downtown from looking like a Flea Market. Matt stated he did not remember seeing anything come through Council. Tim agreed to follow up as well as attend the meeting.

There were no Unscheduled Appearances. Tara Hawbaker and Jennifer Brown were thanked for attending the meeting. The regular session of the Board adjourned at 6:47 pm with the Board going into Executive Session for Matters of Personnel.