

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

Board of Directors

Meeting Minutes

April 26, 2012

Present: Tim Haas, Ken Jaray, Jack Johns, Marcy Morrison, Dave Symonds,
John Webster, Matt Carpenter

Staff: Leslie Lewis, Roger Miller

Guests: Jack Benson, Mayor Marc Snyder

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development (iManitou) Board of Directors was held on Thursday, April 26, 2012 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:35 a.m. by President Tim Haas.

A. ACTION ITEM: Approval of March Minutes

Following clarification of the projected flooring cost, Marcy Morrison made a motion to approve the Minutes as presented. Dave Symonds seconded the motion and it passed.

B. ACTION ITEM: Approval of New & Renewing Members

Dave asked if we had received the funds for renewal from The Airplane Restaurant and was told we had not. An additional invoice was sent following the March Board Meeting. Ken Jaray made a motion to approve the New & Renewing Members lists. Jack Johns seconded the motion and it was approved.

C. ACTION ITEM: Approval of March Financials

Staff created notes to accompany the budget. Staff is still working on breaking down the budget so it better reflects the actual revenue and expenses by month. The current month budget reflects the trend in how the revenue comes in and is spent. Ken asked about the best way to look at the overall financial picture. John stated that it was most important to keep an eye on the annual budget compared with year to date actuals and on the monthly information to make sure nothing seems really out of line.

With the 5 priorities determined by the Board for Roger to focus on through the rest of the year, a primary focus is on the Revenue stream. Expenses are easier to project than revenue. If it is determined that the projected revenue needs to be amended, there will have to be amendments to the expense side of the budget as well.

Dave asked if the Internet Income would be prorated for 2012 with some of the funds being protected to cover 2013. That will be determined by the information from the Accounting firm when they provide the audit for 2011. If they prorate the Internet advertising received in 2011, we will know we need to then portion some of the new advertising sales to 2013. Under

revenue, the Internet Income will be renamed “Manitousprings.org advertising” and “iManitou.com advertising”. Banner ads will be sold throughout the year.

Tim added that the list of priorities given to Roger would be a guiding document for the rest of the year. One of those priorities is receiving a weekly summary update from Roger of activities as well as a Plan of Action to be presented at the May Board meeting. The Plan of Action may need to include amending the Budget for 2012 with adjustments that do not further deplete the reserves. Tim is hoping to have the adjustments from the Audit to give a clearer picture of the financial condition of iManitou. Ken suggested there may need be some work done between the time the Audit comes in before presentation to the Board. After additional discussion, it was agreed that the May Board meeting will include the budget discussion with decisions made following the Wine Festival at the June meeting.

Dave made a motion to accept the Financials as presented. Ken seconded the motion and it was approved.

D. ACTION ITEM: Membership Hearing

In trying to create a more organized hearing, Dave had sent an email to the board with suggestions of timelines for presentation of information. Tim stated that Roger will give an introduction; The LaFon will be given 5 minutes for presentation; the board will then have an opportunity to ask questions; and the LaFon will be allowed time for wrap-up prior to the Board discussion. The Board decided that the representatives will be allowed to stay through the Board discussion and determination. Suzy Whitaker and June Park came to the meeting to represent the LaFon. Suzy is the Assistant Manager and June is the owner. They have been giving the property, including the pool, a face lift and hope to have the pool open by Memorial Day weekend. They are getting the furnaces/air conditioners serviced. To reduce problems on the property, the LaFon has changed their policy so that they are no longer accepting monthly rentals and are only renting rooms nightly and weekly. Of the 53 rooms on the property, there are currently 33 rented with 20 held for nightly rentals. The rooms are clean and are being better maintained. They are shampooing the carpets when dirty and replacing the carpets when worn. Their rates are \$40 per night + tax (single) and \$50 per couple. The rates will be going up slightly for summer. The management does keep a close watch to make sure there are not more people in the rooms than the reservation includes. The LaFon is a pet friendly property. The guests are given rules when they come in and are told if there is a disturbance, the tenant will have to move. The LaFon currently has 7 staff taking care of maintenance and housekeeping. Staff reported that there have been 50 police calls since August of 2011. Some of the calls were for medical response. Ken asked about having a property inspection. Roger was invited to go look at the rental agreement and rooms. It was stated by several members of the Board that there is a different expectation in lodging quality by the visiting public than by someone looking for temporary housing. iManitou is responsible for growing tourism and our reputation is on the line when properties have numerous problems and police calls.

The Board discussed that there is a need for inexpensive lodging as well as temporary housing. Ken raised concern that iManitou needs to represent not only tourist but the community as well. He expressed willingness to participate in an inspection and reinstate with conditions including a

short review period. John agreed with the possibility of a review in three months. Dave expressed concern that the situation was similar to that of Manitou Inn & Suites and he was not comfortable setting different requirements for the two businesses.

After additional discussion, Jack made a motion to be consistent and deny the application by the LaFon Motel for reinstatement of their membership with the possibility to reapply in one year. Dave seconded the motion and it passed with Ken Jaray and John Webster opposing. Tim thanked Suzy and June for coming to the meeting.

Roger offered to go by the property to see the current condition to establish a baseline and hear plans so iManitou can measure the progress. Suzy suggested the tour be done right before Memorial Day when they have completed more of the outside work and will call the iManitou office to set a time for the tour.

E. City Report

The new Police Chief has been hired. Council has been working on the RTA capital projects list that has been previously presented and will be on the ballot. The Library will also have a question on the ballot. PARAB came before Council with Phase 2 of Soda Springs Park which Matt feels will be important to take care of some of the issues going on in the park. The Soda Springs Task Force has continued to meet. Their next meeting, which is supposed to be the last meeting, will be a potluck.

Matt reported that there is a lot going on with Parking. Colorado Springs is going to make signs at a greatly reduced cost. The Residential parking program has been delayed by two months. The benefit of the delay is that the consultant will be here in high season. The Incline users are complaining how busy it is. Everyone should encourage people to attend the Public Meetings (June) and give their input. Matt would like to know how everyone feels the Incline is impacting the community prior to the issue being in front of City Council again. The City has signed a lease with Tajine Alami for the back parking area through the summer. The issues with the Incline go beyond parking and too many users, but include how the Incline is being used and who is using it (people taking dogs and children on the trail). There was discussion about the enforcement issues of some of the rules regarding the Incline.

Tim offered that the Business Improvement District has offered its support to an Ordinance regarding the merchandise and tables on the sidewalks downtown and asked if Matt had information on the Ordinance going before City Council. Matt is hoping City Council will see that Ordinance in May. Roger thought Dan needed to take it to the Attorney for review prior to Council. The Ordinance will regulate the size and number of displays and require everything being removed from the public realm area of the sidewalks at closing in the winter for snow removal. Tim is hoping the changes can be implemented before summer and that all businesses will be given adequate notice of the changes so they are not blindsided with a ticket. Tim feels iManitou can serve in an educational manner to inform the businesses about the proposed changes. Roger stated that he has been talking with the businesses to give them a "heads up". When we receive the written information from Dan we will provide it to the businesses and Roger will speak with them again. Ken asked who the best person to go around to the

businesses was and asked if handing out that information would be best done by Roger or another staff person. Roger felt that should be a board decision.

Roger is working with Spencer Wren on the shuttle and will put together a letter for the businesses letting them know that the shuttle will be available for employees that park in the Tajine Alami lot. The letter will include a shuttle schedule. The parking lot will be available for public parking but will also be used for employee parking. Ken requested both the Downtown Ordinance and the Shuttle information be sent to the Board once they are ready to go to the businesses.

Greener Corners – Jack Benson had a meeting with some of his staff, Roger, and Springs Waste. They have narrowed the program down to 12 containers for strategic locations. There are still a lot of questions about what the containers look like and how the advertising will be managed. Greener Corners is supposed to come back with additional information. Springs Waste has suggested that they will work with the City and create the program without Greener Corners. One of the concerns is how to manage the advertising. Jack will get back in touch with Greener Corners to ask about the potential for advertising. Marcy mentioned concern that in Colorado Springs most of the advertising is for the Attractions but also that the transients were going through them and asked how often the containers would be monitored. She would like to see a track record of the care and maintenance of the containers. Roger and Jack have discussed the concern that it would take approximately \$36,000 per year in advertising to support the 12 containers. Everyone supports recycling but Roger's concern is how the containers are paid for. Advertising for organizations outside Manitou doesn't help Manitou. Ken voiced concern over all of the visual clutter with the advertising. Councilwoman Toll feels the recycling program is not a business issue but a community issue. She also has questions that need to be answered. Roger and Jack will keep the board informed on the issue.

F. Land Lease

The City has provided iManitou with a proposed lease for the land. Concern was expressed with the lease regarding where iManitou stands at the end of the 5 year period and if iManitou would be required to buy the land and/or the building. The Board was provided with copies of the previous leases. There has been a long standing belief that the Chamber owned the building and the City owned the land. According to the previous leases, at the expiration of the lease and any extensions of the lease the building would become property of the City as an improvement to the land. The proposed lease does not include any extensions. Jack Benson stated he believed the intention was to reduce the term based on some discussion that iManitou needed some time to get their feet under them fiscally and in five years, iManitou could look at purchasing the property. Jack stated while there is no automatic extension to the lease, it does not preclude an extension of the lease. There was discussion about the funds that had been saved over the years to build the reserve and that there should be a partnership with the City. The questions before the Board are if they feel the lease should include an option for an extension of the lease and if at the end of the 5 years, if there is not at extension, should there be a clause that talks about the purchase of the land at that time. The intent should be memorialized so that at that time, whoever is working on the issue should not have to second guess the intent of the document. Jack Benson pointed out that the "carrot on the stick" with a

ground lease is that the lessor receives the improvements at the end of the lease and that the only difference in the proposed lease and the previous lease is that the proposed lease does not include a provision for an automatic extension. Mayor Snyder stated that he proposed the five year lease so that it did not tie the hands of future Councils. He did not feel there was any intention to make iManitou buy the property at the end of the five years or move from the current location. Dave expressed concern that the lease only included a 90 day notice and that three months may not be enough time to find a new location and relocate if necessary. After discussion, Mayor Snyder and Jack agreed to change the term to include 180 day notice before going to Council for approval. Marcy made a motion to approve the proposed lease agreement between iManitou and the City of Manitou Springs with a change in the terms to include 180 days notice to terminate the lease. Ken seconded the motion and it was passed.

G. Board Opening

Jay Rohrer submitted his resignation from the Board of Directors as he will be working out of the country for an undetermined length of time. Jay did express a desire to be considered for an opening, should one occur, upon his return. After discussion, the Board directed staff to notify all members of the Board Openings and give a deadline of two weeks to return the application. The information will be sent via email with a mailing to those members who do not have email. The term expires 2013.

H. Unscheduled Appearances

The Board decided to have two meetings per month – the fourth Thursday of each month will be the regular meeting and the second Thursday will be a work session for the Board. The second Thursday meeting will be at 4 pm. The May 10 meeting will be at the Garden of the Gods Trading Post. The COO Report will be covered in the work session meetings. Future work sessions will be held in iManitou office.

Roger will begin the Board Update reports again in the near future. He is looking at different report options to make them easier to read.

Having no additional business before the Board, the meeting adjourned at 11:06 a.m.