

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

Board of Directors  
Meeting Minutes

May 23, 2013

Present: Jennifer Brown, Karen Cullen, Tim Haas, Ken Jaray, Marcy Morrison,  
Julie Vance, Matt Carpenter

Absent: David Symonds, John Webster

Staff: Leslie Lewis, Marcy Morrison, Floyd O'Neil

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau, & Office of Economic Development (iManitou) Board of Directors was held on Thursday, May 23, 2013 in City Council Chambers of City Hall. The meeting was called to order at 8:33 pm by Vice President Tim Haas.

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

Ken Jaray made a motion to approve the April Meeting Minutes as presented. Julie Vance seconded the motion and it was approved.

**B. Action Item: Approval of April Financial Statements**

Jennifer Brown reviewed the Balance Sheet. The Dues Revenue is \$3,926 away from goal. She again stated 10 – 15 new members would get us to the goal. The Communications expense is coming back into line following the change in companies and we are anticipating a refund from the previous company. Following the April Meeting, and based on the conversation regarding the flood insurance, it was realized that the Building coverage was set at \$150,000 but the content was only at \$17,000. An email was sent to the City regarding the building coverage and no response has been received. The content coverage was increased to \$50,000 for an additional \$210 premium.

The Board discussed the insurance on the building and determined that we should discuss the insurance with the City as they might receive a better rate on the building as part of their larger package.

The Audit is complete. A copy will be given to the Board for review. A copy has to be given to the City by July 1 in accordance with State Statute.

Jennifer reported the increase in the payroll expense for April is the reflection of quarterly taxes being paid. Ken asked, based on the amount paid through 4 months, if the payroll budget would be approximately \$30,000 under budget. The current budget includes the position that became vacant when Sarah Foley left but does not include a salary for a CEO. This information will be helpful to the Board in the brainstorming session.

With no further questions or discussion, Karen Cullen made a motion to accept the financial statements as presented. Ken seconded the motion and it was approved.

**C. Action Item: Approval of New & Renewing Members**

Julie Vance made a motion to approve the New & Renewing Members list. Karen seconded the motion and it was approved.

**D. Openings on the Board of Directors**

John Webster is retiring from The Bank at Broadmoor and therefore has submitted his resignation for the Board of Directors. John expressed his desire to continue helping with special events when he is in town and not traveling. Tara Hawbaker's position is still open as well.

Gwenn David, Avenue Hotel Bed & Breakfast, has submitted an application to fill Tara's seat on the Board. A scan of her application was sent to the Board in advance.

There is still the issue of the City Representative seat on the Board currently filled by Marcy. Marcy had the opportunity to speak with Nicole Nicolleta, who has expressed interest in the City Representative seat, on Sunday during the opening celebration for the Shuttle. Marcy explained that the representative is appointed by City Council so she should submit a letter of interest to the Mayor.

**E. Interview Board Applicant – Gwenn David**

The Board introduced themselves to Gwenn. She has owned the Avenue Hotel Bed & Breakfast for 5 years and is interested in becoming more involved in the community and contribute a little more. Previously, Gwenn had a wallpaper hanging business in Colorado Springs for 33 years. She is familiar with people and customer service. Gwenn has been attending the Marketing meetings and has had good input in the meetings. Ken asked what role Gwenn sees the Board playing. She stated she feels it is a reflection of the community and establishes where the community is going in terms of marketing and how it will represent Manitou throughout the state and area. Ken asked what role she sees the Board having in those efforts (vs. the organization). Gwenn stated that she would like to be involved with the board before she makes that determination. She did state that she would like to see more committees or groups together (such as lodging properties) and get more packaging/collaboration between businesses.

Gwenn was excused from the meeting and the Board went into Executive Session.

Matt pointed out that Gwenn's husband is on City Council. Marcy had discussed with Gwenn that there may be times that she may need to recuse herself from discussions that could involve City Council.

Ken made a motion to appoint Gwenn David to fill the seat vacated by Tara Hawbaker. Karen seconded the motion and it was approved. Gwenn was invited back into the room, welcomed to the Board and invited to stay and participate in the remainder of the meeting.

## **F. Web Site Information & Marketing/Internet Report**

Floyd O'Neil reported that he met with Karen and Marcy to address some of the issues related to the site, such as Search Engine Optimization, as well as some of the problems Karen discovered with the site. We have had some content shifting and content disappearing. Following that meeting, Floyd changed all of the passwords to get into the site. Since then, we have had other content disappear. We have two companies looking at the site to determine what is happening (Electronic Storefronts and Dave Wolverton). They both feel the problem is word press related. The site was developed in word press by Crystal Peak Design. Sarah had experience in word press but since Sarah left staff, we don't have anyone who really knows that platform. We believe there is a conflict between some of the plug-ins that may be causing the issue. We are getting prices from both companies to go in and look at diagnose and fix all of the problems (making sure all the plug-ins are operating properly, that we have what we need and they are up to date, that we remove those that we don't need, etc). They also discussed moving the server to ESI so that we have someone that not only hosts the site but can work on the SEO, key words and do things that need to be done to increase traffic. We received a bid from them for that service and have made the determination to move the site. Ken asked about approaching Crystal Peak about fixing the issues. Unfortunately we don't have any warranty on the site and their response was that some of the changes we have made may have created the problems. They can look at the site but there would be a charge. Floyd feels that because he doesn't have a good working relationship with the staff at Crystal Peak, it would be better to work with a company that he does work better with. Karen brought up that the SEO that was done as part of the contract with Crystal Peak was not done well. The mobile site that they created has also been replaced because it was not done well. The missing content has been re-entered and will be complete by the end of business today.

The work that ESI does for us will be measurable. Karen will be assisting in making sure that all that needs to be done will be done. Dave Wolverton has diagnosed, and fixed, the problems with the Google Analytics.

Marcy thanked Karen for all of her assistance with the web site. Karen brought up the need to make sure that only ESI has access to the site going forward. Karen offered to review the proposals when they are received as well.

Floyd reminded the Board that the Annual Verne Witham Pancake Breakfast is Saturday and invited the Board to come out to support the event. This year it is a collaborative effort involving the Kiwanis Club, the Fire Department, and iManitou. Pancakes will be served from 8 am – 11 am.

Karen was very alarmed because some of the key pieces have changed such as title words, Colorado Springs is no longer on the home page and our description turned into a script. She reported that she is sure we are now on the right road. Karen has been given access to Google Analytics so that she can keep an eye on it as well. Floyd reported that when the Analytics went down, we did not lose all of the statistics. We do have back-end reports for word press which also showed that we were having a problem with the Google. Karen asked if we have given thought to not using word press at all because of security issues. It would be a conversation for

the board because of the cost of totally rebuilding the site again. ESI does have someone on staff that only works with word press. Tim asked if all of the repair costs are able to be covered in the existing budget. Marcy assured the board they would be kept in the loop as we move forward to make sure they can be covered.

### **G. City Report**

City Council had a work session on Incident Command dealing with not just floods but fires as well. Council learned that they need to just stay out of the way and let Police and Fire do their jobs. Most of what they have been dealing with is parking. There is now paid parking. There were a lot of new ordinances needed to implement the program. They have had their first adjustment to the parking contract. Roger Miller went over budget a little and requested additional funds. He thinks Council has only gotten four emails complaining about the paid parking. He no longer sees several cars (employees) parked on the Avenue every day.

Jennifer asked if there are any signs that let people know they can add more time to their parking from any meter in town instead of the one nearest their car. People do need to know their license plate numbers. One of the concerns heard were about entering temporary tags. The enforcement begins this weekend. Julie had a guest that didn't understand the machines and went to Colorado Springs for dinner instead. Karen reported the "Residential Parking Only" signs are not up yet. The vote is still coming in but will be complete soon. The meters don't have any indication as to what the parking enforcement time is (nor is that signage in the lots). Matt will take the temporary tags issue and the time signage to the Parking office following the meeting. Ken asked about the Board meeting with City Council about the hours of enforcement but Matt would like to let the program run a while before discussing making changes. The notices should include the parking enforcement is seven days per week as most places don't enforce parking on Sundays.

Karen asked about having a proactive information approach for the Residential Parking area with volunteers to help people looking for parking on Ruxton so that visitors don't end up with tickets, not realizing it is for residents only. Until the residents have their permits, there won't be strong enforcement in that area.

The City voted to not allow Marijuana Clubs in town. BestWay had their first increase in the three years they have provided the residential service. The Council approved a new special events process so the events applying for an alcohol permit will be approved by the City and not have to go to the state for approval. The first request for an event on the incline, while a great application, was turned down because the City of Colorado Springs does not want events on the incline. Matt reported the number of people using the incline is "insane". OSAC has a trail day coming up for the first connector from Crystal Park to the Iron Mountain purchase. There are several proposals being considered for the front side. The work day will be June 15. He has heard the "No Smoking in Public Parks" item will be coming soon to Council.

Leslie has heard two comments that Soda Springs Park is not as full of all of the people hanging around since paid parking was implemented.

## **H. New Date for iManitou Brainstorming Session**

The board determined a late afternoon meeting, with food, would be best. After additional discussion, the board decided to look at June 17 or June 20 would work. Marcy will check with Susan and Tweed for their availability. First choice on the event will be Monday, June 17, 4:30 – 7:30 pm. The location will be determined. The board was asked to email Marcy with things they would like to have on the agenda and state if they are short-term, 1 year, 2 year, or 3 year goals or immediate changes they would like to see. Ideas should be sent as soon as possible.

Ken handed out the shortened version of the Vision and Planning Guide, developed by Manitou Springs Forward and adopted by City Council. It has the 10 Vision Statements, the Process, and a list of 50 community organizations including what they do and the point of contact. Ken thought it might be a place to start when the Board has the Retreat (Brainstorming Session).

## **I. COO Report**

Rhonda Van Pelt has been hired part time (20 hours per week) to work on the Social Media and the web site. She will be taking direction from Floyd. She is on a 90 day probation period. She will work additional hours during events or other times when needed.

Sunday, May 19, was the opening of the Shuttle. There was great cooperation from Metro. Turnout for the opening was not great, the Mayor had an interview with one of the local TV stations. Marcy and Leslie handed out lemonade and cookies. One driver reported they had approximately 50 people ride before 10 am.

Staff worked with the SBDC to set up a Business Insurance Meeting at the BAC. There were approximately 30 people there. They had excellent panelist. People who attended had good questions. It was held at the BAC which was a great location.

The URA has approved a grant program with \$1,000 matching grants for businesses in the URA (Manitou Avenue from Highway 24 east to the City arch) for outside improvements (Façade improvement grant).

## **J. Special Events**

The Pancake Breakfast will be Saturday morning, 8 -11 am, in front of Old Tyme Photography. It began as a BID event to celebrate the completion of one of the phases of construction. The Fire Department is covering the costs so it will be a fund raiser for them this year. The American Legion was unable to provide the supplies due to their budget constraints.

The Wine Festival is June 1. Phil Long has come in as a major sponsor again this year. We have all of the No DUI sponsors in place. There are a lot of pre-sale tickets coming in currently. We offered a Living Social deal in Denver again this year to try to boost overnight stays with lodging. They have sold the 300 tickets that we allotted.

High Altitude Happy Hour could be a nice fundraising event; however, it does need someone else to head it up. Marcy suggested a chair and committee (task force) were needed to put this event on. Spencer is very generous to offer the train at no cost to allow this to be a fundraiser.

This began as a fundraising event for the EDC. D'Vine Wine has donated the wine for this event (in the past) as a primary sponsor. Karen will chair with Jennifer, Tim, and Julie offering to assist.

#### **K. Staff Report**

We are extending the hours of the Visitor Center as of this weekend. The summer hours will be Monday – Friday 8:30 am – 6 pm and Saturday and Sunday 9 am – 6 pm. April visitor numbers were still down by approximately 20%. April was down with retailers that Leslie has talked with.

The use of the dumpsters went pretty well although they were in town later than anticipated. The BID is still in the process of purchasing a hot water power washer. The machine that the BID looked at was too large to be used without being pulled by the ATV. The company has ordered a smaller machine for the BID to look at that will be here soon. It can be moved by hand. If the demo goes well, that machine will be purchased. The sidewalks will be cleaned as soon as the machine arrives.

The west end round about is being paved today. Section 5B is complete and really looks good.

Ken asked if the BID was doing any separate marketing currently. There is a commercial running on military cable that will be reshot now that everything is green. Leslie will follow up on that commercial.

We mailed packets containing 10 visitor guides each to 188 AAA offices around the country this week.

We have the shuttle schedule and the Number 3 bus schedule in our office now.

Having no additional business before the board, the meeting adjourned at 10:33 am.