

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

Board of Directors
Meeting Minutes

August 22, 2013

Present: Jennifer Brown, Karen Cullen, Gwenn David, Ken Jaray, David Symonds,
Matt Carpenter

Absent: Tim Haas, Marcy Morrison, Julie Vance

Staff: Leslie Lewis, 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 Thursday, August 22, 2013 at Manitou Springs City Hall in City Council chambers. The meeting was called to order by President David Symonds at 8:37 am.

David Symonds asked that Approval of the August 12, 2013 Board Meeting be added to the agenda.

A. Action Item: Approval of July Minutes and August 12 Minutes

David Symonds made a motion to accept the July 25, 2013 and August 12, 2013 meeting minutes as presented. Ken Jaray seconded the motion and it was approved.

B. Action Item: Approval of July Financials

Jennifer Brown reviewed the Income/Expense to Budget. The Payroll is the major expense line that will be under budget, others may have smaller variances but are still projected at budget. There will be a large shortfall in the revenue projection on the on-line advertising which won't be promoted until the changes are made to the web site. On the July spreadsheet, there was a slip so some of the number ended up on the wrong line. That will be corrected.

Ken asked about donations and where they would show. The bracelet sales will go into an advertising revenue line and the donations for the coffin races will show in the Special Events Revenue line.

Karen Cullen made a motion to approve the financials for July. Dave seconded the motion and it was approved.

C. Conditions in the City re:flood/mitigation

Jack Benson was invited to attend the meeting this morning to provide an update on flood cleanup and mitigation, however, staff believes he is at the El Paso County meeting (as is Marcy Morrison). Ken reported that downtown is still being cleaned up. Some buildings/owners that may need support. One is Verna Are' who owns the building Silver Sparrow Beads is located in. She has owned commercial property in Manitou Springs for a long time and needs encouragement. Canon Avenue is still very dusty and messy. Hawk has Canon Avenue on his

list still to be done and will let businesses know what his schedule is. The City just got a new brush for the street sweeper that does get closer to the curb. That should help in cleaning the streets. There are a lot of complaints about the dust. People are moving through their cleanup but are saying they need more customers. There are businesses that will be moving around. Silver Sparrow Beads and Piramide will be moving. The Cliff House reported having about \$100,000 in damage. Karen reported the Cliff House needs to replace the carpet in the ballroom. Sally at Blue Skies has spent about \$12,000 in cleanup cost. The City has sand and sand bags available but people would have to fill them. It was suggested possibly volunteers could go fill sand bags and just leave them for people to pick up.

Ken has heard that the temporary wall that Chuck Murphy built will move in another flood event if it is not secured. Ken suggested that be verified. Ken will send the information to the Flood Coalition and ask them to investigate further.

Matt reported that he has been approached by Chuck Englund about his wall but has told him, because he is Matt's landlord, he needs to stay out of it. Dave reported that in talking to the City about putting up a wall, he was told if it was a temporary wall (sand bags) he could build it but anything permanent would have to go before HPC and Planning. Dave was praised for sealing the windows in his basement with brick prior to the flooding.

Ken thanked the board members who had helped walk around and talk with businesses.

Jennifer asked if there were businesses that would not be staying in Manitou or would be closing that the board is aware of. Gwenn reported that the basement under the Dulcimer Shop is a problem. They were bringing the mud through YoYo Loco so that business had to close for a while. Jennifer sent a cleaning crew to that business and it has reopened. Ken understands that safron is thinking about moving and suggested the Board might take a look at who is thinking about moving and who needs help and know what buildings might be available. Gwenn heard John, Whickerbill, is looking at other locations, though his concerns go further than the flood issues.

The Board discussed the need to have the newest area of the improvement expansion (Manitou Avenue east of Ruxton) sidewalks cleaned. Leslie had discussed the possibility of expanding the BID boundaries with Sara Keller and David Chorpensing. They were concerned about the new landscaping needing maintenance and were under the impression the BID took care of that. The BID cleans the sidewalks but doesn't take care of the planters. There has not been any additional conversation about petitioning into the BID since then. Ken suggested that the sidewalks in that area need to be cleaned and it should be taken care of and then figure out who was paying for the cleanup. Staff reported that PSI, the company that the BID purchased the power washer from, was providing a second power washer to help with the cleanup. The BID is paying a second team to operate that machine to accomplish the downtown sidewalk cleanup more quickly. Matt will contact the City to see if they can get that area of town cleaned. The City is receiving emails about getting Canon Avenue cleaned daily. The City's priority is to get the creek cleaned so that it doesn't create a larger problem if we have another heavy rain. Regional Building is going business to business to evaluate structural integrity of buildings.

D. Update: Public Relations – Deb Muehleisen

A small task force met with Deborah Muehleisen and interviewed her to provide Public Relations assistance for the next two months. Deborah was the Marketing Director for the Cheyenne Mountain Zoo for years then worked for United Way. We have signed a contract with her but she was unable to be here this morning. She will be in the office this afternoon to review the scope of work. The board was invited to attend that meeting. The contract with Deborah is \$7,500. The money will come out of the marketing budget. Of the \$49,000 left in the marketing budget, some funds are committed through existing contracts. The commitments will be reviewed so that the board knows what funds are available for Deborah to work with.

E. Update: Web Site

Floyd reported the SEO is complete. We will be doing an analysis of the SEO over the next 45 days. Several short videos have been added to the YouTube channel. We will receive a report at the end of the 45 days so we can review the effectiveness of the work that has been done and make adjustments as necessary to increase the performance. The mobile app is up and running and not creating any issues as in the past. Brittany Tafoya (staff) got the program running again. The site design is in the grant application. If the grant is approved, we will have Electronic Stores host the site and Excite will redesign the site.

Marcy asked that the Board be made aware that she did speak with Al White, Head of the CTO, regarding the CTO grant application, which was very encouraging. He encouraged iManitou to seek out other grants whenever possible. She also spoke with her contact on the second grant, through the Office of Emergency Management and DOLA, and they are receiving partial funding. The grant they submitted to Washington included 9 counties. We hope to hear next week how much of the \$45,000 we requested will be received. We should hear mid-September if we will receive funds from the CTO grant.

F. Update: Special Events

The Craft Lager Festival was moved. Floyd helped them with their marketing efforts. He (on his own time) put together their media plan and got their radio commercials cut. He also had radio interviews on their behalf. In return, their board will make a contribution to Manitou businesses that were impacted by the floods from their profits. Their board is still working out the details.

The Commonwheel Arts Festival has been moved to Fields Park. Bianca and staff will work with Julia Wright to see if we can have the Manitou bracelets available for sale at the festival. Karen asked that staff suggest that Commonwheel change their facebook page to eliminate “the festival was moved due to flooding” as it frightens people. Commonwheel is preparing a letter to the neighbors regarding the move so the festival is neighborhood friendly. The high school was looked at as a potential location but not available that weekend. It was important to Commonwheel to keep the festival in Manitou Springs. Chuck Murphy gave Commonwheel a really good rate on the two shuttles of \$400 per day per shuttle. After discussion, Karen made a motion for iManitou to pay for an additional shuttle that will allow all three shuttles to go through downtown Manitou. Ken seconded the motion and it was approved. The money will come out of

the economic development expense line. Staff will contact Gray Line Tours to make sure they have a third shuttle available and will re-work the shuttle map with the changes.

The coffin races are coming up in October. We currently have 30 or 31 entries so should have the races full in the next two weeks. Floyd is speaking with the potential major sponsor and should have that finalized today. Additional details will be worked out after the sponsorship is finalized. All of the t-shirt sponsor opportunities are full, though we do still have trophy sponsorships available. Matt (Colorado Custard Company) will sponsor the Best Coffin trophy. Susan is not promoting the Coffin Race Fund Raiser so Karen asked that Rhonda be asked to do that.

Floyd arranged interviews to promote Manitou with Mike Nelson's Colorado. It airs in Denver. Dave was one of the interviewees as well as the manager of Good Karma. The segment will be shared with the Royal Gorge area. Once Floyd receives the link for the episode, it will be put on Facebook as well as being shared with the membership.

Staff will have a booth at the Taste of Douglas County in Castle Rock this evening. The Manitou bracelets will be sold.

Karen spoke with Bianca who is putting together a "3rd Friday" event with a lot of businesses promoting different things to create a huge event. Karen was hoping iManitou could help with putting out press releases and promoting the event. Floyd will talk to Bianca and offer assistance with whatever she needs. Bianca was hoping we could get lodging packages put together with Manitou Money for staying. The Board discussed that it should be new lodging reservations which could be included in the press release. It was discussed that a card could be created so the person would have to show they went to the event downtown to get Manitou Money. Ken made a motion to allocate up to \$2,500 for the Manitou Money. Karen seconded the motion. Details of how the punch cards will work will be worked out. Ken suggested Bianca be involved in determining how it would work best to receive the Manitou Money. The motion passed. The Board determined the funds would be taken from the remaining Care & Share funds.

G. Retail Marijuana Sales

City Council instituted a moratorium on retail marijuana sales until December 31, 2013. There will be a sales tax initiative on the November ballot. A lengthy discussion of the issue followed.

Staff suggested that the Board needed to think about if retail stores are allowed in Manitou Springs will those businesses be allowed into the membership, what the membership investment rate would be, and if iManitou would allow their advertising on the web site and in the visitors guide.

H. City Report

The City is applying for a lot of money through grants for flood mitigation. Matt shared a video of the flood that he shot from the deck at Colorado Custard Company. The flooding has been a learning experience for all of the members of City Council and City staff. There are two additional warning sirens on their way.

Several board members suggested that the volunteers should have had more guidance in the cleanup. When shoveling out basements, the volunteers didn't realize some of the buildings have dirt floors and some damage was done because too much dirt was removed.

Ken put together a Post Flood Action Plan and asked the board to review it. It was confirmed that the City has a Crisis Management Plan. Jack Benson talked with Dave about setting up a work-session with City Council, City staff and iManitou to talk about an action plan in case of another event. It was suggested the Deb Muehleisen be involved in the conversation and asked for input since she has crisis management experience.

I. Staff Report

The Colorado Restaurant Association, Pikes Peak Chapter, talked with staff as they were trying to figure out how to help restaurants impacted by the flood damage. After their board meeting, they gave iManitou a check for \$5,000 to be administered and given to restaurants in Manitou for uninsured losses. An email was sent to the restaurants letting them know the guidelines given to us by the Restaurant Association for the funds. Only one restaurant has brought in receipts so far.

The Manitou bracelet sales are going well. Bianca and Ann sold them at the Ascent/Marathon registration. They are being sold on-line and at a few retail locations. We originally ordered 2,000 bracelets.

Staff asked if the Board wanted to approve Manitou Money to be given away at the Taste of Douglas County. Not enough response was received to the email request for a decision. Dave announced on the radio we would have one drawing for \$200.00 at the end of the event. By consensus, the giveaway was approved. Dave suggested we have a bowl of candy to attract attention to the table.

Having no additional business, the meeting adjourned at 10:50 am.