

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

**Board of Directors
Meeting Minutes**

September 26, 2013

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

Guests: Camille Blakely, Bianca Trenker

Staff: Leslie Lewis, Marcy Morrison, Laura Nelson

A regular meeting of the iManitou Board of Directors was held on Thursday, September 26, 2013 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:35 a.m. by President David Symonds.

Ken Jaray wanted to make sure that everyone was aware that Matt Carpenter is being inducted to the Sports Hall of Fame.

Marcy Morrison introduced Laura Nelson, the new staff member with iManitou. Laura will be responsible for the front counter and will be the volunteer coordinator. Ken requested a copy of her job description. Laura was a teacher at Manitou Springs High School years ago. She knows a lot of Manitou residents and is very familiar with the attractions and businesses in Manitou Springs and the membership.

A. Approval of the August Meeting Minutes

Dave made a motion to accept the minutes of the August meeting as presented. Karen Cullen seconded the motion and it was approved.

B. Approval of August Financials

Jennifer Brown asked the Board for a schedule of when they would be available to meet to discuss the 2014 Budget. Dave asked if anyone had received sales tax reports recently. Gwenn David had the July report showing tax collection up 3.6% year to date over 2011 and 40% over 2012. Board members speculated that August and September would be down. Jennifer stated the two areas that need time and consideration would be the Marketing Budget and the Payroll Budget. The Board decided to have a separate meeting to discuss the budget. The meeting was set for October 10, 1:00 pm, at Garden of the Gods Trading Post. Staff will work up a preliminary 2014 budget prior to that meeting.

Jennifer reviewed in July the Board approved \$9,000 to be spent on advertising, \$5,000 to be paid to Blakely and Company for the campaign and up to \$2,500 would be spent from the Care & Share Manitou Money funds would be used for incentive for those staying in lodging properties and those numbers are not reflected in the August financials. Of the funds still in Marketing, \$20,000 is earmarked and committed for Holiday advertising. The holiday

commitment is on the separate handout that was given to the Board. Of the holiday funds, \$3,500 has been committed to Comcast but there are no other signed contracts for funds yet. There is a holiday commercial that has been run in previous years that can be run again. The holiday campaign does need to be talked about and determinations made soon. The BID Board discussed spending additional funds during the holidays but they did not have a quorum at that meeting. Once an iManitou holiday campaign is finalized, the BID Board can be approached for additional funding. There is still \$8,000 in the internet line of the Marketing budget for 2013 that has not yet been spent. Ken asked for additional breakout in the Payroll for the 2014 budget as well as the additional Marketing breakout.

Karen asked where the matching funds for the grant would come from. Staff was not sure how the grant would break out between the 2013 budget and 2014 budget. Karen thought \$20,000 would be needed for 2013. The \$8,000 from the internet budget can be used for the match. Tim Haas expressed opposition to taking the match from reserves and suggested the Marketing budget be rearranged to find the necessary matching funds. The PR firm and the web site will be the first contracts signed.

Revenue is down \$27,000 from the original 2013 budget projection. Jennifer suggested in the Budget meeting the board needs to determine ways to raise the revenue in 2014. The Special Events revenue for 2013 will come in higher than projected in the amended line item. Staff is still working on additional barricade sponsors for the Coffin Races. Agave Underground has come in as the major sponsor of this event.

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

C. Approval of New Member

There were two new member applications: Massage by Sara (Sara Cox) and Toscano Interiors. Tim made a motion to approve the new member applications. Karen seconded the motion and it was approved.

D. Update: Marketing

Camille Blakely, Blakely and Company, was introduced to the Board. Blakely and Company was hired to do public relations through the end of October to hopefully generate more positive press for Manitou Springs. The budget of \$9,000 was spent on advertising. Camille went to all of the media outlets and Cumulus Radio really stepped up. Camille felt that for the \$9,000 spent with them, Cumulus gave extra advertising and mentions for a value of between \$15,000 and \$17,000. Additionally Clear Channel, KCME, and KRCC gave a lot of free spots to support Manitou Springs. All three TV stations ran Manitou Springs stories last week. Lamar Advertising will be giving free billboards that will go up soon and stay up as long as Lamar doesn't have contracts for those spaces. Camille is trying to get bus shelter and bench advertising donated as well. KCME and KRCC will continue running free spots. Camille offered to get press releases out on any new businesses or expansions of businesses in Manitou as well as Matt's induction in the Sports Hall of Fame and Laura's new hire to keep Manitou Springs in the press.

Brittany Tafoya went over to Camille's office and met with Blakely's social media person. Camille sends ideas and art work to Brittany to put on Manitou's social media pages. Anything that comes across social media should be shared to increase the power of the social media. Camille offered to write updates for both the member and visitor newsletters. Camille is looking for sponsors to cover the cost of bags that can be used for the holidays. They could be given free, depending on the sponsor, or sold for \$5 each as a fundraiser for future advertising.

On the Manitude Block Party, it was determined that it helped bring people into town and helped raise the morale of businesses. It was Bianca Trenker's brainchild. She was thanked for putting it together. Camille asked if there were things that were not done well and discussed that some of the community calendars were missed. Staff was asked how many bracelets were left but did not have a count available from the retail stores that have them. As of September 25, the profit line is \$2,463 but deposits from the weekend are not in yet to raise that amount. Camille will put a press release out that bracelets are still available for sale. Camille requested the locations of the bracelets be resent to her. Bianca felt that there were some missed opportunities in promotion such as the newspapers as well as the community calendars. Sites like Colorado.com were not given the bracelet information. Bianca feels that "Stay & Play" (staycations) should be promoted in everything that is put out and has not been promoted as much as it should be.

Ken asked about possibly putting ads on Recycle Bins. He also asked Camille about talking with the television stations about putting positive Manitou news on and not focusing on the negative stories (ie the siren didn't go off).

Ken reported that there is going to be a Community conversation on Retail Sales of Marijuana and wanted to make sure the facts could be related and iManitou should be in front of the story. After discussion, Camille recommended the Board stay away from putting out any information on the meeting as it will be taken as support for the issue.

E. Concerns from Bianca Trenker

Bianca expressed that she felt there was a lot of good that had come out of the previous weekend and the Manitude Block Party. However, she realized, in talking with all of the businesses while trying to put it together, the level of worry and unrest and the feeling that the businesses were "hung out to dry" was pretty prevalent. As President of the Board during the Consolidation, she wondered about the statuses of the organizations and if iManitou is fairly representative of the business community. She doesn't know if iManitou is back to a membership organization and if it is representing the downtown businesses equally. She doesn't know if the town is being promoted as a town because all of the City's marketing funds go to iManitou or if only the membership is being represented. She stated the questions are not just hers but many businesses downtown. Her intention is to ask the City these questions as well. People downtown are not hearing what is going on either from iManitou or the City. People are trying to determine whether they should go forward with their businesses downtown. She is trying to get information for the businesses. She is willing to hand out the answers to the

questions if someone will put the answers together. She stated she was not trying to create strife between the City and iManitou but needs to know who is representing the businesses. She feels the downtown community is one of the largest assets the City has and all businesses downtown should be represented in the advertising efforts paid for with the City funds. The request for information she handed out is a draft and will be refined before it goes to the City. Bianca stated she is doing this out of care and concern for the City, which was recognized by Marcy on behalf of the organization.

Tim asked Bianca what was meant by “having the businesses back” because, for example, iManitou is a member of Pikes Peak Country Attractions, and the attraction is downtown Manitou Springs. iManitou’s advertising is not for any particular business but promotes Manitou Springs as a whole. Bianca doesn’t feel that Manitou Springs is an attraction but a viable business community. Another example given was the holiday advertising dollars which focus on bringing people to shop and dine in Manitou Springs. Bianca thought we could focus some of the advertising on subsections of community but was previously told, for example, not all of the galleries are members so galleries couldn’t be advertised. Dave sent Bianca a copy of the summary from the retreat to show that many of her concerns were discussed in the retreat and those items are priorities for the Board.

Tim pointed out that while iManitou does need to communicate better, at some point people need to take some personal responsibility for looking at information that is available. Matt stated that information on what the City has been doing since the flood and to mitigate future flood impact is available on the City’s web site. After additional discussion, staff will put together a list of activities detailing what iManitou has been doing as well as what the City has been doing for flood mitigation efforts and get it to Bianca to hand out.

Karen asked about the lodging certificates brought in as a result of the Manitou Block Party. Staff stated \$1,315 in Manitou Money was issued in response to lodging certificates and speculated that not all of the lodging properties only issued the certificates to new reservations. Staff will create a list of places that received that Manitou Money. Staff told one property that the offer was specifically for the Manitou Block Party and that there would be another promotion in the future that the other \$1,200 in Manitou Money could be issued for. There won’t be any advertising money spent to promote the Coffin Races but Camille will put out some PR for the event.

F. Marketing Committee Discussion

Ken handed out a proposed organizational chart of how iManitou can organize and implement the marketing efforts. The chart was reviewed. He suggested a small group (5-7) of people be selected to serve on the task force. Other people could be involved through project teams for specific events. Ken suggested there be co-facilitators for the task force and volunteered to be one of the facilitators. Karen volunteered to be the other facilitator and pointed out that the Strategic Marketing Plan is part of the CTO grant. She has started creating a task list that needs to be done for the grant. Ken clarified that the task force would oversee both Marketing and Promotions, which would include all events. The task force will meet every two weeks through

the end of the year. It was clarified that the task force will work on ideas to grow the events but will not change the operational aspects of an event. Staff will still be responsible for running events. The Strategic Marketing Plan will ensure the strategy will stay consistent through all events.

There are ad deadlines coming up for two publications that are already contracted for 2014. Ken stated some things (advertising) will not be able to be wrapped into the structure of the Task Force because the deadlines are coming too quickly. Dave made a motion to create the Marketing Task Force in line with the proposed structure with Ken Jaray and Karen Cullen as facilitators and members will be determined by the co-facilitators. Julie seconded the motion and it was approved.

G. Update: Special Events

Agave Underground is the major sponsor for the Coffin Races. Because of the liquor licensing requirements, iManitou will need to purchase the tequila from Agave Underground. They will have their staff run that portion of the event. We will receive all of the funds from selling the tequila at the end of the event. The licensing and tequila portion of the event will be held from 11 am – 2 pm, during the coffin races. The barricade sponsors so far are The Loop, NorthStar Bank Colorado and Time Warner. The race is full with seven teams on the waiting list. The t-shirt sponsors are full but there are still a few trophy sponsorships available. Leslie was able to get the footage from last year's races this week from one of the photographers. The footage will be put on our web site and youtube. The Travel Channel show will air soon; Leslie was unsure of the date but will get that information to the Board. Conversations are continuing with Shipping Wars. Camille suggested Zeezo's be contacted as a potential barricade sponsor. Karen brought up that the fundraiser for the Coffin Races needs to be put on the facebook page and promoted.

Staff reported that the Restaurant Association funds have been fully dispersed.

H. City Report

Matt Carpenter explained that when the water main broke, the system lost pressure and if you don't maintain 20 psi in the pipe, bacteria can infiltrate from anywhere, not necessarily through the break. The low pressure is why El Paso County got involved and issued the boil advisory. Bruno was able to convince the Health Department that the pressure relief valves could be used to isolate the area where the one test that had a problem was and allow the boil order to be lifted from areas of town prior to the weekend.

The creek level looks high but the reality is the water is not that deep. The sediment in the creek has raised and that has made the water level look high. The City is hoping the small rains will continue to wash away some of the sediment as they go through. Matt reported that the City was lucky having the August event because Manitou was able to get grant funds. Had that not happened and Manitou been part of the September flooding, it would have been in the mix with all of the northern communities applying for funds. Jennifer asked if there have been conversations with FEMA and Matt reported that FEMA is all over town right now. He reported they are inventorying the damage from the last event and anyone who had water in their

basement should be filling out the FEMA paperwork. The original goal for fixing the west end access was by Thanksgiving. CDOT is thinking the damage is so extensive that may not be possible by then and they might have only one lane open by then.

Matt reported that the City doesn't believe the culvert coming down from Canon Avenue failed, they believe it just filled up which forced the water up through the man hole cover. The City is looking at needing to hire miners to clean out the culvert because of the special gear required to go into the culvert.

I. Follow-up on the Retreat

Marcy sent the Board the summary of the Retreat and comments put together by Susan and Tweed. Dave stated he hoped the Marketing task force would incorporate the suggestions that are covered in the Retreat information as they work on the Strategic Marketing Plan. Ken hoped to discuss the organizational structure in combination with the budget. Marcy felt the budget discussion will necessitate the organizational structure discussion.

Marcy has been attending the City Council meetings. She suggested that Board members should attend the Council meetings from time to time. Marcy, as a member of the URA, attended a presentation at Council of the east end project. The Council was very positive with where the URA is going. There will be a public meeting showing the models of what they think the east end should look like. Marcy will keep the Board posted on when that will happen.

Marcy was asked to join the Manitou Emergency and Recovery Fund Board. The idea came from conversations that Natalie Johnson had coordinating the volunteers during the flood emergency. The Pikes Peak Foundation will be the fiscal agent for the Manitou Emergency and Recovery Fund (MERF) and will not charge any administrative fees for their services. The group won't be able to give funds directly to individuals but they will be referred to organizations that have case workers to insure the funds are tracked. There have been some donations to this fund already.

Marcy has contacted the gentleman she has worked with on the grant from the Office of Emergency Management. He believes that Manitou Springs will receive some funding but there may be additional conditions attached to the grant such as vendors needing to be approved through Washington. He will come to Manitou Springs to visit with Marcy and give her the additional information.

J. Unscheduled Appearances

Ken asked if sometime this winter the Board would discuss the Emergency Response Plan that he sent to them last month.

Dave made a motion to adjourn the regular meeting of the Board at 11:26 am and for the Board to go into Executive Session to discuss matters of personnel.