

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

**Board of Directors  
Meeting Minutes**

**December 19, 2013**

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

**Absent:** David Symonds, Joy Vernon

**Guests:** Camille Blakely, Luke Cissell, David Walker

**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 on Thursday, December 19, 2013 in Manitou Springs City Hall City Council Chambers. The meeting was called to order at 8:37 a.m. by Vice President Tim Haas.

**A. Action Item: Approval of November Meeting Minutes**

Ken Jaray made a motion to approve the minutes of the November meeting as presented. Julie Vance seconded the motion. The motion was approved.

**B. Action Item: Approval of November Financials**

The November Balance Sheet was handed out. Jennifer Brown stated there were not a lot of differences over November. Revenues are short by about \$17,000 but because the payroll expense will be down, we will have money left at the end of 2013. She stated that she would like to have more time to reflect on 2013 and to look at 2014 in January. She emphasized the need to increase revenues in 2014. This discussion will include expanding or increasing events and how those impact the revenue stream in the event that we don't receive grants next year. Karen Cullen reported that she has had discussions with Tracy Fagner, D'Vine Wine, who would be happy to be on a committee to look at ways to make the Wine Festival a two day event. In January the Board will also be discussing the organizational structure, with job descriptions, to determine what is needed for staffing and the payroll expense.

Karen made a motion to approve the November Financials. Gwenn David seconded the motion and it was approved.

**C. Action Item: Approval of New, Renewing, and Non-Renewing Members**

Julie asked about the non-renewing members list. Jim and Becky Hume did not feel they received a return for their membership. Karen made a motion to approve the New, Renewing, and Non-Renewing Members as presented. Julie seconded the motion and it was approved.

#### **D. 2014 Strategic Marketing Plan**

Camille Blakely handed out updated copies of the Strategic Marketing Plan. She reviewed the recommended changes from the November board meeting including the addition of information on the State Tourism trends. Outdoor vacation was discussed. Camille will look further into the State and Colorado Springs Convention Center campaigns for 2014 to make sure we are balancing our advertising with their advertising message.

The Marketing Task Force is recommending iManitou stay with the Manitou Springs logo. After discussion, the Board agreed with the recommendation by consensus. Marcy raised concern that there is still confusion with iManitou and the Manitou Springs Chamber of Commerce. In discussion, Ken stated he thought the iManitou was a branding concept not a formal name. Staff stated the legal name of the organization is "The Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development" and iManitou is like a nickname. Camille thought for consistency, this should be discussed because there is confusion. It can be discussed by the Marketing Task Force in a future meeting and brought back to the Board.

Camille stated that there needs to be a singular brand moving forward with a look, feel and specific verbiage that represent Manitou Springs. There will be brand standards: the logo, the colors of the logo, how can it be used, etc. If the contract is continued, Blakely + Company would write key messages as well. Blakely + Company would help write copy. They could also help with events, depending on how the organization chooses to use them. The Blakely + Company contract includes 12 hours of their time per month. Services available through Blakely + Company were reviewed and are included in the plan.

Events were discussed and the list changed. Additional changes may still be needed. Tim suggested, in the January meeting, in addition to the budget and the need for additional events from a revenue standpoint, the conversation should include the organization's role in events. Many people don't distinguish between events that are put on by iManitou vs another organization.

Staff handed out a copy of the Marketing budget based off of the Strategic Plan that includes the grant breakouts. A detailed spreadsheet of the Marketing expenses will be included with the financials every month beginning in January. Statistics will be reviewed quarterly. There is a discrepancy between Blakely + Company's numbers in the budget section of the Plan and the numbers staff ran. Camille and Karen believe most of the discrepancy is included in one of their numbers. Ken requested the same layout be used between the budgets so it has the same look as our budget and will be easier to follow. The proposed budget was reviewed with a few additional changes. Billboards were removed and the rack card design was included. Staff clarified that Blakely + Company will create a newsletter template but staff will be putting together the newsletter. Staff also clarified that the 12 hour per month time frame does include meetings. In the review of the print collateral, Ken requested the value of the Indy ad (included with radio campaign) be included in the information. Other areas of the plan, Digital marketing, pay per click, social media, were reviewed. Pikes Peak Country Attractions Association fees and benefits were reviewed. The projected Broadcast campaign was reviewed. Blakely will be using

local (members) for the photography. The promotional Manitou Money will be used as lodging incentive.

Marcy passed around a copy of the CSCVB's marketing budget. In reviewing the Red Cross grant, Tim asked about the emergency response reserve, and if there are no disasters that we need to respond to, if Marcy was confident that those funds could be carried for use in 2015. Marcy was initially told that should be okay and has sent another letter to confirm that information. Julie felt that we should have a proactive plan for any event that may occur instead of being reactive. Camille stated that would be part of the Crisis Communication Plan. Tim thanked everyone who worked on getting the grants but stated it does skew the budget and hopes if the funds are not needed, they can be used in 2015 so there is not a drastic difference in the 2014 and 2015 marketing budgets.

One of Ryan Cole's, Pikes Peak Country Attractions, strength areas is Social Media. As a benefit of membership, there is the opportunity to contract for additional representation. PPCAA is offering a couple of different tiers for service, at a significantly discounted rate. Susan Wolbrueck has been doing a good job with the social media, but possibly from a numbers standpoint, Tim is encouraging the Marketing Task Force to at least look at that proposal as well. Susan's contract was through 2013. Karen will request a proposal from Susan for 2014.

**E. Action Item: Approval of Strategic Marketing Plan**

Ken made a motion to approve the Strategic Marketing Plan as presented by Blakely + Company with the notations and amendments that have been discussed. Karen seconded the motion and it was approved. A final copy, including the changes, will be sent to the Board.

**F. Presentation: Local Food Coop Grocery**

Ken introduced David Walker and Luke Cissell. Ken met with David, Luke, and a group that are working to put together Manitou's first local grocery. He asked them to provide a brief presentation to the board as an economic development opportunity for iManitou. Their goal is "to increase the right to healthy food and access and reclaim the health and wealth of the locals". As a co-op model, it is community owned and operated. They are receiving assistance from Rocky Mountain Farmers Union, including a Feasibility Report, incorporation, and assistance with bylaws to help them get started. The grocery store would not be tourism dependent. The grocery will focus on sourcing locally, including finding local service people to repair equipment. They will be looking to use local gardens and will be trying to set up large scale community gardens that can be USDA certified that they can sell product out of. The organizers have spoken with several local restaurants that will be getting product from the local grocery. They have spoken with Laurie Wood about having field trips to the grocery and will be working on programs with the schools as well.

They are planning to locate the grocery at 116 Canon Avenue. They will be using volunteers for labor to help keep the prices low. Their goal is to have prices at, or lower, than Safeway. They are hoping for a March 1, 2014 soft opening with a main opening on April 1. Food stamps will be accepted.

The local grocery has reached their goal of 7 initial investors. They will offer memberships as well. The grocery will be open to anyone but members will receive benefits. There are 50 – 55 people who have already expressed interest in membership. They are hoping to reach 100 in the first month. Delivery will be available. The web site is [localfirstgrocer.org](http://localfirstgrocer.org) for more information.

#### **G. City Report**

The poles have been installed for the new emergency sirens. There will be three sirens total, located at City Hall, Summit Ministries and Briarhurst Manor.

The City Council approved the first property acquisition of one of the properties on Canon Avenue. A retention pond will be put there. The City also approved the contract with Wright Water Engineering for the first phase of the three part project on Canon Avenue. Phase I covers from Cave of the Winds sign to the property purchased. It will include debris mitigation and retention and the channel under the highway. Marcy asked for clarification of the costs. The fees for Phase I are \$410,000 for the design and the concept was \$45,000. The estimate for the project is 4.1 million dollars for Canon Avenue.

The City has started looking at Marijuana regulations. They didn't make a lot of changes to the task force recommendations. The first reading of the Ordinance will be January 7, 2014. There was confirmation that the terms "marijuana" and "cannabis" are not allowed on signage.

The City has finished the repair on the town clock.

Matt was thanked for always attending our meetings as our liaison and for his time on Council.

#### **H. 2014 Board of Directors Officer Nominations**

David Symonds term is expiring at the end of the year and he will be stepping down. Dave has represented the restaurant industry. Tim feels it is important to maintain a balance of representation of industry on the board. The break out, with Dave leaving, is two retail, three lodging, two health and wellness, and one city representative. With that in mind, Tim has reached out to Rachelle Culley, Townhouse Lounge, and Justin Armour, Crystal Park Cantina, as potential board members. Julie has not yet followed up with Brad Dreher, Savelli's. Ken and Gwenn have reached out to Tina, The Olive Tap, and Karen has reached out to the Loop.

In looking at the bylaws, they state the officers will be elected at the annual meeting of the Board so Ken suggested we declare this the annual meeting. Tim stated he would be willing to continue to serve as vice president unless someone else is interested in serving. Karen offered to serve as vice president. Ken nominated Marcy Morrison as president. Tim removed his name from the slate.

Tim declared this meeting to be the Annual Meeting of the board and presented the following slate of candidates for the officer positions:

Marcy Morrison as President  
Karen Cullen as Vice President

Jennifer Brown as Treasurer  
Leslie Lewis as Secretary

Karen brought up that Leslie is not a voting member of the board. Ken, as an attorney, felt because the officers don't have any more power than other members of the board, it was okay that staff serve as secretary and not vote. Julie seconded the motion to approve the slate of candidates as presented. The slate of candidates for officer positions was approved.

Marcy requested a list of actions for follow-up from the previous meeting be included. Marcy suggested Board members review the minutes more carefully to make sure items are followed up. Staff will change the agenda to reflect Old Business and New Business so follow up is addressed.

Ken proposed the Board, in January, adopt an Executive Committee, made up of the officers and perhaps other members, and the Board adopt a Resolution itemizing the powers and authorities of that committee pursuant to the bylaws. Ken has created a draft and would like to circulate it for discussion at the January meeting. He feels the Executive Committee could meet, make some decisions, and shorten the Board meetings. The Board will give this some thought and discuss further in January.

#### **I.       Unscheduled Appearances**

Staff reported there is a luncheon for the "in house" volunteers today. Last year these volunteers were given Manitou Money as gifts. Staff asked about doing that again. The funds would come from the Care & Share money that has never been redeemed. The Board approved giving the volunteers Manitou Money again.

Ken brought up a concern that the Board members are also volunteers and they were not told about the luncheon. He suggested that it should be one big family and not separate families. iManitou should show appreciation for all volunteers, not just some. Staff apologized and will include all volunteers in volunteer gatherings going forward.

Having no additional business, the meeting adjourned at 11:01 a.m.