

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

Board of Directors

Meeting Minutes  
January 24, 2013

**Present:** Jennifer Brown, Tim Haas, Tara Hawbaker, Ken Jaray, Marcy Morrison,  
David Symonds, Julie Vance, John Webster, Matt Carpenter

**Guests:** Karen Cullen, Joe Fabeck, Bill Savage, Jarod Dickens, John Weiss,  
Jenifer Furda, Mike Hand

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

A regular meeting of the iManitou Board of Directors was held on Thursday, January 24, 2013 at the Garden of the Gods Trading Post. The meeting was called to order at 8:36 am by President Tim Haas.

**A. Action Item: Approval of December 13, 2012 Meeting Minutes**

David Symonds made a motion to approve the minutes as presented. Ken Jaray seconded the motion and it was approved.

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

John Webster reviewed the Balance Sheet for the Board. In the revenue area, adjustments were made to cover the error with the BID billing as well as prorating the advertising revenue on manitousprings.org. Adjustments were made to the Budget to reflect the additional funds approved by the City in the categories they were intended.

In reviewing the Income Statement, staff explained that the line for "800 Service" is the T-1 line which covers all phone lines and the internet connection. For 2013 the description will be changed to "Communications". Ken asked if the Payroll expense includes a salary if a COO is hired.

The Board likes having the comprehensive spreadsheet with the Event recap included as a separate tab. A new spreadsheet will be created for 2013. John made a motion to accept the Financials as presented. Julie seconded the motion and it was approved.

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

Dave made a motion to approve the New and Renewing Members for January. Julie seconded the motion and it was approved.

**D. Presentation: SCORE**

Joe Fabeck, Bill Savage, Jarod Dickens, and Mike Hand, all volunteers for SCORE (Service Corp of Retired Executives), explained that SCORE generally works with people trying to start businesses. They are the volunteer arm of the SBA. Half of the SCORE volunteers are not retirees. SCORE offers counseling as well as classes. Counselors have access to resources

nationwide to help solve issues a business may have. SCORE Plus was developed to help existing businesses. They were seeking help from the board to identify people (businesses) that need assistance. Their goal is to make businesses successful. Following the Waldo Canyon Fire, they worked with Rotary to present 22 grants of \$2,000 each to businesses impacted by the fire. Six of the businesses receiving grants were in Manitou Springs.

The classes that SCORE offers are low cost (the first is Free with the next 5 being \$125) and there are grants that may be available for those. SCORE is also available for online resources.

iManitou will include a link to the SCORE web site in the next newsletter and include an article about the resources available through SCORE for businesses. All of the mentors for SCORE were thanked for coming to the meeting and providing the board with information on what SCORE offers.

#### **E. Interview for Board Position: Karen Cullen**

Karen Cullen previously served on the Manitou Springs Chamber of Commerce & Visitors Bureau for approximately 3 years. Karen owns a property that is now being operated as a vacation rental instead of B&B. She stated her skills will be useful and she would like to help with strategic planning, marketing, fund raising, and expanding Manitou's use of social media. Karen further explained that in strategic planning she was not only looking at long term for the Chamber side but Economic Development as well and marketing to bring new businesses to town as well as keeping existing businesses whole.

Dave made a motion for the Board to go into an Executive Session at 9:19 am. Julie seconded the motion and it was approved.

Dave made a motion to adjourn the Executive Session at 9:28 am and return to the regular meeting of the Board. John seconded the motion and it was approved.

John made a motion to appoint Karen Cullen to the Board of Directors. Ken seconded the motion and it was approved. Staff will coordinate schedules for Jennifer, Tara, and Karen to hold a new board member orientation for them. Karen was welcomed and invited to stay and participate in the remainder of the meeting.

#### **F. Presentation: CS Independent**

Jenifer Furda and John Weiss were introduced. Jenifer Furda is the Associate Publisher of the Colorado Springs Business Journal and the local military newspapers. John has two companies – one is the Independent and all of the Independent publications, playbills and web sites. The other company encompasses the Business Journal, three local military publications and a legal publication. They reach approximately 200,000 unique readers each month with the publications and about 100,000 on the web sites. The Indy is a full service newspaper that is distributed free. They are very active in the community and have participated in the TOPS campaign, the Give campaign, and are working with the 8<sup>th</sup> grade students in Manitou to create a book, "It's Manitou's Business", which will be published in April by the Business of Art Center Press.

John stated that through conversations with Marcy and others he realizes iManitou has two goals – one is to increase retail sales and the other is to put “heads in beds”. He believes that through these papers and web sites, a campaign can be run in the shoulder seasons to help accomplish those goals. John has nine employees that live in Manitou and others that have their children in Manitou schools. They would like to help Manitou. John has not worked out specific details but would like to find out if the Board would be interested in pursuing the idea of a campaign.

Jenifer handed out additional information on the military papers and the Business Journal. The Business Journal recently had a large article on winter tourism and Manitou Springs.

Ken asked about the thought of increasing the shoulder seasons with an approach of implementing the vision plan in the areas of health/healing and well-being and arts and culture. He feels the shoulder season presents a lot of opportunity and asked what their thoughts would be on a campaign. John felt it was more of a reminder because people are aware that Manitou is an experience. The campaign should be a promotion of things going on. Julie asked if they had any idea of what Manitou’s reputation is with the military. Neither Jenifer nor John felt there was any concern of the military with members of the service coming to Manitou. The Fort Carson paper reaches the 18 – 24 market that are mandated to read the paper, Peterson/Schriever are officers, older, career military or professionals, with families. John pointed out that Colorado Springs is one of the most transient cities in the country.

The Annual Manual issue was discussed. Jennifer Brown asked about the demographics of the piece. John stated it has a 6 month shelf life. Jennifer Brown asked what it would take for Manitou to become a larger piece of the map that is included and the mentions on the map. John suggested that consistency in being seen is necessary for people to think Manitou on a regular basis.

Tim suggested that Marketing be an item on the February agenda and these options and be included for consideration. John and Jenifer were thanked for coming and told staff would contact them.

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

The big item Council has been working on is the Parking issue. Matt reported following the work session he is confident Council will be moving forward with the paid parking downtown and the residential plan will go forward for a vote of the neighborhoods. The City will be hiring a consultant that will work with residents and facilitate the process of putting the residential plan in place. The contract with the consultant is estimated to last three months. When asked if the parking would be on the next agenda, Matt reported that Council will be working on the Incline at the next meeting so parking will be the following meeting. Council was presented with the options of having the parking enforcement stay in house versus the company with the contract taking that over as well. That decision has not yet been made. The contract with the company is a 5 year contract.

#### **H. City Report**

Marcy reported that the staff has been very busy for the last month. Marcy stated Leslie will be

attending "Tourism Day at the Capital" and invited members of the Board to also attend that event. Anyone wanting to take the CSCVB bus to the event can contact Leslie.

Staff has made progress on the Highway 24 sign. The City will share the expense of having the sign refaced and the frame repainted. We will be getting bids for the signs on El Paso. Dave asked if it would be possible to plant flowers or something in front of the Highway 24 sign. Marcy pointed out that water is scarce there so whatever is planted would need to be drought resistant. The City has outsourced the gardening contract. Marcy asked Matt to find out what, if anything, we might be able to do.

Staff has worked on the Newsletter look. Examples of the new design were passed around. There will be two newsletters each month; one for members and the other for visitors. Dave pointed out that the newsletters he receives include a headline and a few lines with a link to the full article and suggested that be looked at as an option. The City will be contacted for updated sales tax information to include in the newsletter. Matt suggested that there should be information regarding what a business needs to do to have a coupon included in the newsletter that goes to the visitors.

The Sidewalk Ordinance will be going before Council for second reading early in February.

The Annual Meeting is scheduled for February 27 at the BAC. Marcy has invited Tim Gaudette, Small Business Majority, as a guest speaker and encouraged all Board Members to attend. The Annual Meeting will be 6:00 pm – 8:00 pm. There will be a brief Board meeting at 5:30 pm to elect the officers for the Board. Julie and Ken both announced that they would be out of town that day. We will be sending invitations as well as emails to the membership for the meeting.

As acting COO, Council is concerned that Marcy is not representing the public. Matt felt that City Council would be willing to let her stay as the representative on a short term basis but felt the dual position should not go on indefinitely. The Board does not know how long Marcy will be the interim COO at this point or when a change will be made. After discussion, the Board will look at the issue of the COO in the near future to determine how the organization should move forward and make the best determination from there.

## **I. BID Report**

The iManitou staff is hoping to go to the printer with the BID map in early February. The design has changed a little in that the coupons will be a separate insert instead of one of the pages of the piece.

The BID will sponsor a spring clean-up in downtown including renting a hot water power washer to clean the sidewalks. Businesses will be encouraged to clean their storefronts at the same time and the BID is looking at having a couple of large dumpsters available for businesses to use during that time frame as well. Dave asked if anyone knew anything about the recycling cans that were being proposed for downtown that included advertising but no one was sure what happened with that. He also asked about the possibility of getting additional dog bags placed in other locations around the downtown area. Tim suggested that be discussed with the City when the walk through is done in March.

## **J. Special Events**

The Fruitcake Toss was the coldest it has ever been. Attendance was low because of the cold. There were two production crews from the Travel Channel at the event. One crew was from the East Coast, the other from Denver. They got great shots and interviews. One crew filmed for the show "Edge of America" which should air in March. As soon as we have an air date, we will let everyone know. The other show will be a holiday special to air in November. Because we didn't have the crowds, we didn't sell as many t-shirts as we normally do. We have some expenses associated with this event and would like to sell the rest of the shirts to cover expenses.

We are working on the Gumbo Cook-off and currently have 15 of the 18 entries filled. We are hoping for warmer weather. We will have Gumbo Dollars that will be given out that will be \$2 and are good only the day of the event. They will be given away and will be restricted to retail locations for redemption. Floyd will take an example around and explain it to the merchants. We are hoping it will encourage people to spend a little longer in town and spend a little extra money.

Dave asked about the location for the Wine Festival in 2013. It will be held in Memorial Park. Expenses were increased in 2012 which is why we made less money than in 2011. Applications are out and seven wineries have responded as well as some of the other vendors. The biggest concern right now is the entrance, to drive into the park, is in very bad shape. We will need to create a ramp, if the City doesn't fix it, so that people don't damage their vehicles getting in. The event will be June 1<sup>st</sup> (the first Saturday in June).

The 9 Health Fair will be in April. 9Health out of Denver sponsors this event; Manitou Springs is a site that hosts for them. We will be a Gluten Sensitivity testing site this year. This is a volunteer intense event so we will be looking for additional help to make this happen. Marcy mentioned needing better marketing of the event to get more people to take advantage of it. Jennifer mentioned the site by her house and some of the publicity options they use. Karen suggested talking to PPACG and Julie mentioned the mobile home park on El Paso as areas to try to get the word out. The water bills were mentioned as another option to check. Churches were discussed and notices will be sent to them.

## **K. Unscheduled Appearances**

The rumor of Bristol Brewing opening a location in Manitou was discussed. The microbrewery that Pam LeGrande's husband is opening was discussed. The Incline was discussed. Matt mentioned that the Iron Springs Chateau sold. Staff will contact the Iron Springs and get updated contact information. Matt asked if staff was aware of the oxygen bar going in on Ruxton. That location is Heavenly Squeeze.

Having no additional business before the board, the meeting adjourned at 11:04 a.m.