

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

**Board of Directors  
Meeting Minutes**

March 28, 2013

**Present:** Jennifer Brown, Karen Cullen, Tara Hawbaker, Ken Jaray, Marcy Morrison, David Symonds, Julie Vance, Matt Carpenter

**Absent:** Tim Haas, John Webster

**Staff:** Leslie Lewis, Marcy Morrison

**Guests:** Chief Joe Ribeiro

A regular meeting of the iManitou Board of Directors was held on Thursday, March 28, 2013 in City Council chambers of Manitou Springs City Hall. The meeting was called to order at 8:34 am by President David Symonds. Chief Ribeiro was welcomed to the meeting.

**A. Action Item: Approval of the February 27 Special Meeting Minutes**

Jennifer Brown made a motion to approve the February Special Meeting Minutes as presented. Dave seconded the motion. The minutes of the meeting were approved with Karen Cullen, Ken Jaray, and Julie Vance abstaining as they were not present for the meeting. Marcy Morrison noted that Roger Miller needed to be removed from the signature cards for the BID Board. An action item for updating the bank signature cards will be added to the agenda for April meeting of the BID Board.

**B. Action Item: Approval of February 28 Meeting Minutes**

Under G. City Update, Dave clarified under the new parking plan that the charges for parking in the lots will be \$1.00 per hour with a \$5.00 per day maximum charge. Also under section G. City Update, Ken corrected the amount received by Manitou Springs Collaborative as \$1,500.00 not \$15,000.00 as stated in the February minutes. Jennifer made a motion to approve the February 28 Meeting Minutes with the corrections noted. Dave seconded the motion and it was approved.

**C. Action Item: Approval of February Financials**

Jennifer reported that on the Balance Sheet, assets total \$153,403.65 with \$135,000 in cash at the end of February. She further stated that with \$18,818.75 and with property and equipment total assets are \$171,084.03. Under the Liabilities, the \$8,725 in Protected Income is mainly from unredeemed Manitou Money purchased by Care & Share last July. The Board, by consensus, decided to leave the funds in Protected Income but will consider transferring any balance to income at the end of 2013. Dave suggested the Board consider making a donation to Care & Share at that time.

On the Income & Expense statement Jennifer stated that iManitou will need to recruit or have

additional renewals by 25 – 30 members to receive the budgeted Dues Revenue and that the Special Events Income will mainly be received through the Wine Festival and Coffin Races. Marcy asked Board members to encourage any of the non-members that they are familiar with to join iManitou. Ken requested a one page list of the member benefits be sent to the Board. Staff will also send the list of non-members.

Staff will examine the office supplies expense to see why it seems high. The brochure distribution expense was explained. The last page of the financial spreadsheet contains the Events expenses year to date. The Fruitcake Toss is currently showing a loss; however, staff has made arrangements to have the remaining t-shirts sold which will create enough revenue to put the event into a positive position. The Gumbo Cook-off and 9Health Fair were discussed. Ken asked if staff could provide a comparison of if an event is on-track with last year as far as sponsor commitments go. Staff will provide a report next month on Wine Festival sponsorship. Ken suggested at some point, he would like to see an allocation of staff time put into the events expense equation for the Board to fully understand the cost of each event. The Board agreed this would be good information to have. Susan Wolbrueck helped staff add a paypal donation button to the Coffin Races facebook page.

Ken made a motion to accept the February Financial Report as presented. Karen seconded the motion. Jennifer asked if Board members would like to have anything specific included in the financial report that they let her know.

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

Ken made a motion to approve the New, Renewing and Non-Renewing Members list as presented. Tara Hawbaker seconded the motion and it was approved.

**E. Discussion: Flood Preparedness, Chief Joe Ribeiro**

Marcy invited Chief Ribeiro to the meeting to provide a presentation on the Flood Preparedness actions that had been or are being put in place in light of all of the press on the upcoming potential flood situation. Chief Ribeiro reported that about the time the Waldo Canyon fire was completely out, the July 30 rain came. It helped to understand what the area was facing with 75% of the area sustaining moderate to severe burn. The slopes in most of the watershed are 65%, so with the severely burned soil, it will be like pouring water on asphalt. Chief Ribeiro showed a photo of the debris that came down Sand Gulch and closed Highway 24 on July 30. The mitigation efforts are starting from the top and working down the area. There are studies being done by several groups in the area. A compilation study will be released this week that should begin to tell what we should expect to see from the Waldo Fire burn area.

The Fountain Creek area above Waldo Canyon should give Manitou Springs 20 – 30 minutes of notice of potential flooding. The concern for Manitou will come from Williams Canyon because there will be a lot less notice. If we have a heavy rainstorm, 1” in an hour (in a normal sense) would cause a Flash Flood, it is anticipated that there will be a 5X increase in what was a 100 year storm. He further stated the amount of rain needed in the past to create a 100 year storm is now 10% of that so there is a high likelihood of a severe storm with a lot of debris coming into

Williams Canyon. The greatest risk is a lot of water in a short period of time.

Chief Ribeiro explained that one concern is “staging” which is where the debris starts coming down and stops, catching on something, forming a dam. Then another storm comes and more staging occurs. It all starts to build up and then it all breaks loose and comes down at once. The result would be beyond what has been forecast in the 5X event.

Chief Ribeiro talked about some of the things that CDOT has been working on such as increasing culvert size, retention ponds, catch basins, and things like a fence that will catch debris. These are built for a probability and will help with smaller events. Ken asked if there would be a study done of the lower Williams Canyon area. The City of Manitou Springs is doing active work in the creek area on mitigation. Chief Ribeiro explained that most of the land in Williams Canyon is Forest Service land and work has been done in that area.

In the Emergency Preparedness area, the City is rallying their forces to understand better how well they can handle an incident within Manitou and where they would need assistance from partners in the county, state and the federal government. Working with Colorado Springs and the County, they are developing a public messaging piece with an ad campaign, public service announcements, flyers, and door to door visits with people in the highest risk areas. The City is working on the siren system and is getting a grant to expand the system. Marcy asked about the City upgrading the system in advance of receiving the grant funds. It was explained that with Federal Grants you cannot perform the work and then be reimbursed unless the grant was written that way.

Chief Ribeiro shared a timeline that City will probably have a weather forecast that is a day out. They will be in constant contact with the weather service. When the weather starts to roll in, the City will stand-up the City’s Command Post and the County stands up the Emergency Operations Center. The Weather Service is watching and will issue a Flash Flood Warning if the forecast is for a ½” of rain or more in an hour. He encouraged all businesses to have a weather radio. The City will be watching the creek more closely. If they see movement in the Cascade area or the Williams Canyon area, they will sound the siren. Chief Ribeiro explained that in a fire there is time for the police to go door to door. If a business has a weather radio, they should begin to close the stores if a weather alert is issued. If water starts to come, the police will be driving the Avenue and telling people to seek higher ground. The police will be talking to all businesses in the flood zone personally. The storm potential for a severe event (100 year storm) has gone from a 1% chance to a 10% chance with up to 500% more debris. Because we are in a drought still there is a chance of fire as well, which Manitou Springs is preparing for as well. Chief Ribeiro reported that the Reverse 911 Authority is developing a new text messaging system that will give faster text messages. He suggested that businesses develop a Business Recovery Plan so that if something does happen, the business has a plan to re-open as soon as possible as well as making sure their insurance is current and they have flood insurance, have a plan for important records, try to have another site to store some inventory, etc.

Marcy expressed concern with the way the flood danger is explained to the business community

so that they understand the levels of warning and when to start shutting their businesses and understanding where to send customers if the alarms sound for a flash flood. There are four types of sirens which will be explained to the public in the information meeting. The different sirens will be explained to businesses when the police visit the locations as well.

Councilman Carpenter stated part of his report would include that the dispatch center is closing and if anyone has questions they should ask Chief Ribeiro while he is at the meeting. The Chief explained that the City Dispatch center is planned to close and dispatch services will be handled by El Paso County Dispatch. When asked about the local phone number he explained that the 685-5089 number will be answered by a receptionist in Manitou Springs during the day and El Paso County at night. Matt explained that if you call 911 from a cell phone number now it is answered by Colorado Springs and forwarded to Manitou Springs. The transition is set for April 8 (though subject to change).

**F. Action Item: Approval of Partnership Visionary Leader Award**

Last year iManitou participated in the first Visionary Leader Award and paid 1/3 of the expense of the award. iManitou has been asked to participate again both financially and in determining the award recipient. Two awards are given; one to an adult and one to a student, to recognize them for their efforts. The cost is estimated at \$173.00 for iManitou's share. Ken handed out an expanded explanation of the criteria. Dave Chorpenning, who spearheaded the Manitou Springs Forward group, was last year's recipient of the award. Karen Cullen made a motion to approve the partnership and \$173 expense for the Visionary Leader Award. Jennifer seconded the motion and it was approved. Ken explained the award would be given at a community potluck on May 16 and encouraged everyone to attend. Ken will confirm the date and report back to the board.

**G. Action Item: Nominations for Manitou Springs Visionary Leader Award**

Board members were asked if they had any nominations of Visionary Leaders (not managers) for this award. Karen Cullen mentioned Chuck Murphy as a potential. The Board members were asked to send Dave any nominations they may have prior to next Tuesday when he will attend a meeting to determine the recipient.

**H. Action Item: Authorization to proceed with landscaping Hwy 24 sign**

Dave contacted Mary Ellen Montgomery. She looked at the sight and she put together a proposal that included an evergreen tree, boulders and decorative grasses to make the area look nicer. Her proposal is for \$950. Brad Walters told Marcy they (the City) would like to see flowers there and the City could water the area but no additional conversations have been held. The CDOT Right of Way was discussed. Staff will check with CDOT on where the Right of Way is and if we need additional permission to put something there. Julie made a motion to approve the authorization to proceed with the landscaping based on getting approval from CDOT. Ken seconded the motion and it was approved.

**I. City Report**

The School Resource Officer position was reinstated. The City approved the outsourcing of all

of the parking last month. The Residential Parking Program is in the final draft stage and will be discussed at the next Parking Authority Board Meeting. The major issue still to be resolved is the cost of permits when you get into the multiple permits. The Paid Parking Program has been approved. Matt believes it is still on target to be in place by May 1. The programs are running for people to be able to pay tickets on line and with credit cards. The parking enforcement has been outsourced as well. The warning rate will go down (from 30% now) and the ticket rate will go up. Matt was asked if an Enterprise Fund could be set up so that people would understand the funds will go to a more permanent parking solution. It was discussed that until the program is in the black (profitable) it cannot be set up as an Enterprise Fund. Ken expressed concern that this is the wrong approach. The discussion of the Enterprise Fund continued. Dave stated that the Metro District is entering into two IGAs with the City and will be funding 12% (\$55,000) of the cost of Standard Parking taking over management and enforcement of the parking in town.

#### **J. COO Report**

Marcy reported that the painting of the building has been completed. The painter did a really good job. The debate is still going on as to whether the “?” should be painted among the staff. Matt asked about using the blue from the logo for the “?”.

The sign on 24 looks good and is done. There are two new signs on El Paso that have been replaced. The sign posts still need to be painted. We have paint but have not had time to get that done.

We have a problem with drainage on the back of the building and should have it redesigned so that we don't get the ice buildup behind the building but don't anticipate being able to address that at this time.

Sarah Foley left the staff. We sent the job description to the Center for Non-profit Excellence, UCCS, and the Work Force Center. The job description was given to the board. Jennifer asked about the pay range. We are looking at \$12 – \$14 per hour and, because it is part-time, it does not include benefits. The board expressed concern that the pay range is low for the technical skills that are needed. Julie suggested that PPCC be included as well because they have a strong Graphic Design Department. She also suggested posting at Fort Carson.

#### **K. Social Media Meeting Report**

Karen reported it had been a very good meeting and reported who attended. She felt it was a positive meeting with the discussion of how those attending use social media and how they feel it is represented in our community. They discussed the importance of Social Media in business marketing. Karen asked about getting the statistics of hits from the facebook pages. Bianca stated it is the one thing that she can see that iManitou does for her business. When posts are shared, they have the potential to reach 3 million people if everyone shares those posts. Everyone at the meeting would like to see the Social Media as a priority. Karen expressed concern that with the job description the Social Media might get lost with too much on the list of responsibilities. She isn't sure that with the 20 hour a week it would be the priority it needs to be. Marcy was concerned that iManitou had not given Sarah enough direction that the social media

should be a priority but that would be emphasized with the new position. The social media group talked about meeting quarterly. The “I Love Manitou” sight was discussed. The content calendar, as a planning tool and guide, was discussed. Ken would like to see this become a standing committee and suggested the group should get together more often than quarterly. They could help create the plan for social media. Tina, The Olive Tap, would like to be added to the group. Ken feels that the Board has not involved enough outside volunteers from the community over the years and this is one area where the community could be more involved.

#### **L. Event Update**

The Gumbo Cook-off made \$2,000.00. The 9Health Fair is on track. Ads will be placed in “Life after 50” and the Westside Pioneer. We will also have an article in the Pikes Peak Bulletin. Staff is working on the flyers and will get those out to stores and churches to help boost attendance. Karen reported it has been shared on social media. Staff has a few vouchers for people who can’t afford the blood work.

The Manitou Springs Wine Festival is on track as well. We are almost at capacity for the gift and food vendors and are at capacity for wineries with a waiting list. Pikes Peak National Bank will again be the major sponsor (wine glass sponsorship). We did get a tote sponsor (Manitou Springs Real Estate) following the email that Floyd sent out. There is a discount offered for presale tickets (until May 1) and for all military and first responders. Karen has ideas on a promotion using our social media instead of Living Social and will further discuss with staff.

#### **M. Unscheduled Appearances**

Chief Ribeiro asked the Board to let him know if they are aware of any business owners trying to sell a large space that could be used as a club.

The Chief is very image focused and is trying to take the department into a direction of being ambassadors for the city. His vision is to be partners with the business community and become one of the reasons people return to Manitou Springs. He shared his vision statement as “The Manitou Springs Police Department envisions itself as a professional, well trained department guided by our values to make the City of Manitou Springs a safe and enjoyable place to live, work and visit.” The plan with the SRO (School Resource Officer) is to be in the school district during the school year and the primary focus during the summer will be the business district. Standard Parking has an ambassador training program for the parking enforcement officers.

Marcy thanked Chief Ribeiro for coming today and asked that he come back to the Board Meetings to give updates periodically. Chief Ribeiro was given a schedule of meetings.

Having no other business before the board, the meeting adjourned at 11:11 am.