

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

**Board of Directors
Meeting Minutes**

March 27, 2014

Present: Rachelle Cully, Gwenn David, Amanda Galloway, Ken Jaray, Marcy Morrison, Julie Vance, Joy Vernon, Sarge Mac Donald

Absent: Justin Armour, Karen Cullen, Tim Haas, David Symonds

Guests: Wade Burkholder, Chief Joe Ribeiro

Staff: Leslie Lewis

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau, & Office of Economic Development was held Thursday, March 27, 2014 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:34 a.m. by President Marcy Morrison.

Chief Ribeiro and Wade Burkholder were welcomed to the meeting and thanked for attending. Marcy asked Wade, the new City Planner, to tell the Board a little about his background. He moved to the area from Virginia. He has 15 – 16 years of Planning and Zoning experience, mainly in smaller communities. Wade is also a Certified Flood Plain Manager and has been involved in flooding events in the past and looks forward to lending his knowledge and experience to Manitou Springs as we continue with the flood recovery efforts.

A. Action Item: Approval of February Meeting Minutes

Joy Vernon had requested information on the duties of the Board. She had not received a Board book when she joined the Board. Leslie will get it to her. Marcy reminded the Board of the importance of reading meeting minutes prior to the meeting. She wants to make sure any items requiring further action are followed up and reported on in the next meeting.

Ken Jaray made a motion to accept the minutes as presented. Amanda Galloway seconded the motion and it was approved.

B. Action Item: Approval of February Financials

There was not a lot of income in February. The income in Special Events is vendor fees for the Wine Festival. Ken asked why the Budget to Actual variance is reflecting a negative instead of a positive if we had nothing budgeted. Leslie will change the formula for proper reporting.

On the expense side, some of the gumbo cook-off expenses are reflected. All of the Marketing expenses are reflected in the marketing break-out but there is a grant worksheet included that breaks those expenses out. Ken asked how expenses are tracked if they have been allocated but not spent. Julie Vance suggested adding a “Committed” column to the spreadsheet. The Forecast column will be used when variances to the budget are anticipated. In March, the

Forecast will include the change in Visitors Guide expense which was not anticipated in the budget. Ken also asked if the Payroll & Benefits line still included a salary for Floyd's position and if that should be adjusted. The adjustment will be made when a final determination as to the status of the position is made.

Julie made a motion to accept the February Financials with the recommended format changes. Ken seconded the motion and it was approved.

C. Action Item: Approval of New & Renewing Members

Staff reported that in order to reach the budget projection, we will need to recruit new members for the organization. Staff received a new member application from "Hacienda on High" which is a vacation rental. Julie asked about the status of giving all businesses in Manitou a "free membership" (promoted with the formation of iManitou) and if that only included the free listing on the website. Leslie thought the listings had been removed from the website but would make sure they are added in the new site. The listing will only include name, address, and phone number. Julie asked about trying to recruit those businesses with the enticement of the additional benefits. Leslie reported that Sarge has offered to visit those businesses but Leslie has not yet gotten a list of businesses to him. Sarge suggested the Chamber start having a monthly social gathering for the members and that gathering could be used to recruit businesses. Julie reported that the Chamber used to have those gatherings but they were not well attended and that she feels there are a lot of businesses downtown that ride the coattails of the businesses that are members. There are several attractions in the area that Leslie will approach for membership.

Before August, the Board will need to discuss guidelines for advertising in the 2015 Visitors Guide and what would be allowed if we are approached by the Marijuana facilities for advertising.

Ken asked about the status of the Craftwood Inn membership. The membership fees were paid for the year. The membership belongs to the business. If a new owner comes in, they could take advantage of that membership. Marcy suggested that any further discussion on the Craftwood Inn should take place in Executive Session which could be scheduled for the April meeting.

Leslie will send a copy of the Economic Assessment and a list of the membership benefits to the Board. Julie made a motion to approve the New & Renewing members with the inclusion of Hacienda on High. Rachelle seconded the motion and it was approved.

D. Marketing Report

Ken reported the Marketing Task Force is working on the website. The Summer Fun Guide ad (usually a welcome ad) will be discussed at the next meeting. The Task Force is also working on photography and the Digital Marketing Campaign which will also be discussed at the next meeting. The Media Roundtable is also being planned. There will be a special meeting April 14 to discuss the Media Roundtable which will be held in early May. The group will also be discussing the marketing for the Wine Festival. The Living Social campaign is the only marketing that has been done so far for the Wine Festival. Julie asked if we have new footage

for the wine festival. Terry Sharpton shot footage last year that can be put into a commercial. Terry will be invited to a MTF meeting to discuss what he has and what we need. The Marketing Manual, as discussed in the February meeting, has been put together. Information is being added with each meeting. Staff is working on the Events Manual and refining timelines. Ken suggested the Manuals be digitized and put online so that Board Members have access to the information to review at any time.

Marcy asked if the new website is on schedule to be launched in May. Ken is not sure that time frame will still work. The landing pages for members were discussed. It is doubtful that all of the members will create those pages and we may need to do that.

E. Discussion: Contract Labor Website Content

The Marketing Task Force is requesting \$2,000 from the Payroll budget be allocated to hire someone to create the landing pages for members but to also review all of the content and re-edit that information so it isn't just copied over and to refresh the information. Ken is requesting The Peak Living Project also allocate \$500 for content development. The Peak Living Project had been working on content for the current website. Excite Media will move that content. Excite Media has content writers that can do the work for this site. Shelly, Excite Media, will get a quote once she has detail of what the needs are. Leslie asked if Excite would create all of the member landing pages and rewrite content on all of the information pages for the \$2,000. Ken was not sure that he had not put too much together and possibly that would just be for the content on the information pages and does not include creating the landing pages. Once we have the information for members to create their landing pages, we will contact all of the members to let them know and hope many of them will create their own pages.

Ken made a motion to allocate \$2,000 from the Payroll Budget to pay for Contract Labor for website content creation and editing. Gwenn David seconded the motion and it was approved.

F. Mineral Springs Update & Discussion

The Mineral Springs Foundation and the Chamber have been working together to create 12 new signs for the 8 springs around Manitou Springs. The group is requesting an additional \$5,000 to help cover the costs of the signage. Ken clarified that money has already been allocated to this project through the grants we have received and this would be an additional allocation. The signs are being designed in a manner consistent with National Park sign standards and will include a QR code that will link to additional information on the Mineral Springs website. There will also be information on how to continue on a mineral springs walking tour throughout town. Ken reviewed the projected costs of the project and the funding currently in place. The group's intention is to also start a kickstarter campaign.

The importance and value of the Mineral Springs was discussed by the Board. Chief Ribeiro stated he like the idea of a scavenger hunt or treasure hunt for the springs. He also asked about having businesses sponsor a sign or a spring and having their logo on the sign. Because the signs will be designed to last for many years, it may not be feasible to have a logo on the signs but there may be a way to use that idea with the QR code and the website. Ken liked the idea of

the scavenger hunt or game to find all of the springs. Julie asked about a stamp station, like they have in the National Parks. Joy reported with ManiFest they will have a passport where the kids can get stamps for the things they do. The Board discussed this may be something that can be added in the future. Amanda asked about having businesses sponsor cups and have their logo printed on the cups. Gwenn is working on finding cups. She has found the tin cups are hard to find and expensive. Joy suggested the QR code can give multiple website options and should also include the option of the Chamber website.

After additional discussion, Ken made a motion to allocate \$5,000 from the Economic Development budget toward the Mineral Springs Experience, specifically toward the replacement of the signs. Rachelle seconded the motion and it was approved.

G. Economic Assessment Update & Discussion

Information is still being collected from businesses for the Economic Assessment report that is being built. The intention is to gather all of the information and then set a meeting to discuss the information and ultimately set up an Economic Vitality Summit. Ken is hoping to set up the summit in the fall. Gwenn, Laura, and Ken have been collecting the information for the assessment.

H. Special Events

The Health Fair has been relocated to Community Congregational Church. Patti has done a tremendous job of getting medical volunteers involved. We will be asking restaurant and lodging properties for food donations to feed the volunteers during the event. The Health Fair takes approximately 75 volunteers to support the event. The Health Fair is a great service to the community and attracts people from the Ute Pass area as well as all over Colorado Springs. The Health Fair will be April 26. Julie suggested we contact the Elementary School and ask about using their parking lot for the volunteers to leave the church parking area open for attendees.

We have the Wine Festival on May 31. We have all of the vendors set for the event. Sarge was able to secure Toyota as our major sponsor so we can now order the wine glasses. The event will be on City Council's agenda on April 1 for approval. After we receive the letter from the City granting approval for the event, The Winery at Pikes Peak can apply for the Wine Festival approval from the State.

We are receiving entries for the Coffin Races. Chief Ribeiro suggested we contact the City about using the variable message sign boards for event parking.

I. URA Update

Marcy gave a brief history of the Urban Renewal Authority (URA). They have had funds available for Façade Improvements that have not been utilized by the businesses in the area. They have built their funds so now the board feels they have additional money that will be available for additional improvements in the area. They are receiving an application for some funding at their next meeting. They are hoping Adam's Mountain Café moving to that area will

jumpstart more economic development in that area. Their meetings are open to the public and board members were invited to attend. Their next meeting will be Friday, April 18. Wade added that part of the April 18 meeting would include a presentation by the Contractor and Engineer working on the Colorado Avenue Westside Action Plan. They are having an open house on April 16 focused mainly on the streetscape.

Marcy and Mayor Snyder attended a meeting recently with the City of Colorado Springs and El Paso County. Everyone agreed that they want to do something with the West Colorado Avenue area. Colorado Springs is at least opening the door to possible annexation.

J. President's Report

Marcy also reported on MERF (Manitou Emergency Recovery Fund) and gave a brief history on how that began following the floods last year. There will be a Community Meeting on April 5. The Mayor and Chief Ribeiro will be there. There will also be tables with outside agencies available to answer questions concerning issues that arise in an emergency. The meeting will be held at the MAC and is mainly for Manitou residents and businesses. MERF has collected approximately \$42,000 that is housed at Pikes Peak Community Foundation. The funds are available to assist in an emergency. A press release has been sent out and the Chamber will be sending the release to the membership.

There are two training meetings that are set up for anyone who wants to be certified for emergency response. Both Ken and Amanda are signed up and Ken offered to send information to anyone else interested. The trainings will be on May 10 and May 17.

Marcy welcomed Roger Miller to the meeting and offered him a chance to update the Board on the flood information following the City Report.

K. City Report

Sarge reported it would be great to have Roger report on what has been done as so many people are unaware of all that has taken place and all of the money that has been spent or received to spend on the flood mitigation efforts.

Council had a quick discussion about having smoking shops in town based on the concept of a cigar bar. They determined it was too early to discuss that option and placed it on the back burner.

Sarge and Nicole Nicoletta will be attending the CML Convention in Breckenridge.

Roger Miller, Flood Manager, reported the City has received \$2.5 million, through many agencies, for the Williams Canyon Phase I and Phase II projects. This encompasses the area from Cave of the Winds to south of the interchange. The City will have substantial completion of Phase I by June 30 with final completion by July 30. The next phase, just south of the interchange to the 7x7 culvert, should begin this fall. Phase III, will be started in advance of Phase II, is more about helping the residents and businesses, on Canon Avenue, with overflow issues such as adding debris walls and flood gates. There is also approximately \$1.3 million that

FEMA has put into repair work on the infrastructure. The City is working with the County on the flood recovery and working with the Governor's Office, DOLA, OEM, and FEMA to put together a long-term master drainage plan and economic recovery plan. For the downtown, the City is working on putting together some funding for remediation on the back side of the 700 block and Canon Avenue.

L. Parking Meeting Update

The Parking Authority Board meeting has now moved to the 3rd Wednesday of each month at 5 pm. The PAB seemed to appreciate having so many people at their March meeting and Leslie encouraged Board members to attend any time they can. She felt the PAB would be open to some of the suggested changes from the Chamber and BID Boards once they have gotten through May and have one complete year of data. The PAB wanted to look at the numbers from Small Business Saturday before they will determine whether they will allow that to be a free parking day. It was clear that there is a strong revenue drive behind the parking in addition to helping with parking management.

M. Executive Director Report

We received notice of a Workman's Comp Audit that is scheduled for April 21. We will be gathering information at the same time for the annual audit so it will work well together.

Tracy Miller, Tracy Miller Studio Gallery, and Patrice Filler, Fare Bella, approached the Chamber about an event they would like to host in September 2015. They will be organizing a Plein Air show and inviting 20 artists from around the country. The opportunity presented to the Chamber is to give them \$4,000 to help with their print and advertising expenses and receive 50% of the sales from the Quick Draw auction. Leslie would recommend we include that sponsorship in the 2015 budget and support the event.

April 7 there will be a meeting with the SBDC regarding grant money that is coming through HUD. The meeting will be in Venue 515, 4:30 – 6 pm.

Having no additional business, the meeting adjourned at 10:55 a.m.