

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

**Board of Directors  
Meeting Minutes**

**April 24, 2014**

**Present:** Justin Armour, Karen Cullen, Rachelle Cully, Gwenn David, Tim Haas, Marcy Morrison, Julie Vance, Joy Vernon, Sarge Mac Donald

**Absent:** Amanda Galloway, Ken Jaray, David Symonds

**Guests:** Dave Munger, Robin Roberts, Dave Wolverton

**Staff:** Leslie Lewis

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Board of Directors was held Thursday, April 24, 2014 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:31 a.m. by President Marcy Morrison.

Marcy introduced Dave Munger and Robin Roberts, are co-chairs of the Citizens Storm Water Task Force. Robin is also President of Pikes Peak National Bank and Dave is President of the Council of Neighbors and Organizations which brings 180 organized neighborhoods in the County together. Dave announced that The Council of Neighbors and Organizations will be getting their own headquarters located in downtown Colorado Springs in May. Marcy invited them to speak with the Board on the Storm Water issues as they will impact Manitou Springs. In January, two Colorado Springs Council members with two El Paso County Commissioners asked them to head up a task force on the storm water initiative.

**A. Presentation of Information**

The task force has hired Kevin Walker, Sarah Jack and Rachel Beck to assist with the campaign for the ballot initiative that will come forward in November. They have worked separately on other initiatives such as extending the PPRTA and were involved in the passage of the strong Mayor provision in Colorado Springs.

Robin explained the Storm Water Task Force was formed in June 2012 and she has worked with that group since its inception as part of the business team to look at how storm water and the lack of maintaining storm water infrastructure affects businesses and their employees and economic development. She moved into the next phase of the Task Force to look out for the business community. It has been a transparent process with the group having Town Hall meetings and talking to groups in the community and have done public polling. Their polling has shown the citizens want to vote on the solution, they want a dedicated funding source dedicated only to storm water needs, and they want it to be regional. Studies have been done by CH2MHill and El Paso County to determine the capital needs. Robin pointed out that Manitou Springs has a storm water fee that is imposed but it only covers the City and the needs in the top of the

watershed that will impact Manitou Springs are not covered by those funds. The numbers in the hand out Dave provided will be revised because of the grants that have been received from the fires. Because the storm water infrastructure has not been taken care of the price of the deferred maintenance is higher. Marcy asked what the projected total cost of the project would be and Dave responded it is a little over \$700 Million. They are looking at a 20 year capital improvements project that will sunset at that time. He further stated they wouldn't know the full cost and time frame until they have done a Strategic Plan that will take a year. They need the public support to do the Strategic Plan. Robin stated based on the projected numbers, they need to raise \$49 - \$50 Million a year in revenue to take care of the region's storm water needs.

On the November ballot will be a request to create a regional authority, the Pikes Peak Regional Drainage Authority (PPRDA), and the authority could then assess a fee to the people in the Fountain Creek Watershed (approximately 97% of El Paso County). The fee would be based on impervious surface. They are estimating \$8 - \$12 per month for residential customers. The Manitou Springs fee would be replaced by this fee. Tim asked if it would be a property tax assessment and Dave stated it would be a fee on the property tax bill. With a fee, government entities and non-profits would also pay the fee. There would be a cap for large properties.

Dave thought the upstream communities would see results first because it makes sense to take care of those areas as they impact everyone downstream. Marcy asked how soon people would see anything being done. The plan will take a year and the soonest any money would be collected would be January 2016. Robin pointed out it would give businesses a year to prepare to the costs. Dave stated it would add 360 new jobs a year in addition to improving the infrastructure and making this area more attractive.

The IGA is arranged so that the entities, if they believe they would prefer to handle their own storm water, they will be able to receive their funds and be able to do that as long as they do what was committed to in the ballot initiative. The Authority will manage for the entities that prefer the Authority take care of it.

Marcy asked if Robin would also give the Board a brief overview of what changes the banks are seeing regarding marijuana businesses. Robin reported that banks recently received guidance from the Dept. of Justice that give definitive direction if they are going to bank with marijuana businesses. She said it still leaves a lot of risk on the banks and she does not believe large banks will take it on unless Congress gives a safe harbor for banks. They are saying they will not send Federal Drug Enforcement to banks or marijuana related businesses that are following their priorities. They have made the priorities clear. For a bank to accept those accounts, they will need to really monitor those businesses to make sure they are following those guidelines. It will take employees dedicated to those accounts. Robin feels it is important for the safety of the community to have marijuana businesses be able to bank instead of having those funds on the properties. Pikes Peak National Bank is looking at it and has spoken with their regulators. She feels they are the size they can do it. The marijuana businesses can get merchant accounts but don't have a bank for that to be deposited into. Robin feels she would need to hire two new full time employees just to work marijuana accounts if they do accept those accounts and is estimating it would be a \$400 monthly service fee.

**B. Action Item: Approval of March Meeting Minutes**

Tim Haas made a motion to approve the minutes as presented. Julie Vance seconded the motion. Marcy thanked the Board for reviewing the minutes. She stated that she goes through them to make sure staff has taken care of things that were directed and make note of questions that require answers for the next meeting. She thanked Gwenn David for finding cups for the promotional item (part of the grant). The Board members were given cups. The motion was approved.

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

Tim stated the Balance Sheet, sent out with the Income Statement, looks appropriate for where it should be at this point in the year. Tim reported that the Income Statement has been changed so that if revenue is budgeted but has not been so it shows as a negative. With the forecast column, since we anticipate that revenue, it shows there. He also stated the payroll expense does still reflect an amount that includes the salary Floyd O'Neil was earning. Since a decision has not been made with that position, it has not been adjusted. Tim made a motion to accept the March Financials as he explained them. Julie seconded the motion. There was no additional discussion and the motion was approved.

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

We have a new member application from the Manitou Springs Community Library of the Pikes Peak Library District and have renewing applications from El Paso County, Mountain Living Studio, Noa's Art Photography, Poppy Seed and YoYo Loco. YoYo Loco has rejoined as a home based business for the web site exposure.

**E. Discussion: Business Changes**

Marcy stated with businesses moving locations in Manitou Springs, she feels most stores will be filled when the changes are complete. She feels with all of the mitigation being done, people should feel comfortable having a business in Manitou Springs. She brought a copy of the paper with an article on the Spa. She has invited Don Goede to come talk to the Board about his business. She also had an article from the Denver Post on Manitou going solar. She explained it was referring to the City agreeing to get electricity for City owned facilities from Sun Share near Security.

Staff reported that Michelle Marx, Coquette Bistro, has signed a lease with a BBQ restaurant for her restaurant space and will be selling her cupcakes out of the two small round buildings, next to that location, for the summer. Lane Mitchell will be opening in their new location at about that time. There will be a paraphernalia store opening in the 900 block (where Lane Mitchell is moving from). Joy Vernon reported Kinfolks will be opening again in June. The Pikes Peak Pub has a notice posted for a Conditional Use. Julie reported the Days Inn changed ownership and an ownership change is in the works for Silver Saddle. The Manitou Brewing Company and the Lower Deck were discussed. Adam's will be opening in their new location on May 1.

**F. Mineral Springs Update**

Dave Wolverton was introduced. As part of the Mineral Springs Experience, a group has been

working on the project and has come up with an approximately \$44,000 budget to create national park style signs for the springs and has funded \$31,000 of that. The group has contracted with a designer out of Seattle who has done many signs for the national parks system, to do the creative work. She has done illustrations for the parks with the same type of aquifer system as Manitou Springs has. Dave shared examples of the signs she has previously created. There will also be a way-finder component to the program. The symbol will be painted on the sidewalks leading from spring to spring and will be incorporated in the signs as well. The group will be revisiting the brochure design that includes the mineral content.

Karen suggested we sell some of the collapsible cups as well as using them for the promotional campaigns. Sarge asked about the price of using a decal for the way-finder symbol as opposed to painting the symbol on the sidewalks. Dave said that might be a possibility at some point in the future. Marcy asked about the time table for getting the new signs installed. Dave explained there are three people working on the content. He is hoping the content will go to the designer within the next week. She is waiting on that information to begin working on the signs. The Mineral Springs Foundation is working with Local First Grocers who will be selling bottles that people can fill with the water as well as carrying some recipes that use the water and Ginger brew that many people mix with the water.

Dave asked if Marcy wanted him to talk about SunWater as well. Marcy explained that because we are running late, and Don is coming in May, perhaps Dave could come with him then, and thanked Dave for the updates he provided.

#### **G. Marketing & Website Update**

Karen explained that through the Strategic Plan, it was recommended that we hold a Media Roundtable, including print, radio and TV. They have been invited to attend on May 13 at The Loop. The Loop was chosen as the location because it does pull the media through town and they can see what is going on. The Roundtable will begin with Reverend Hunting, representing the Fire Department, to talk about Manitou's preparedness, what the risk of flood and fire might be. The Police Chief will talk about marijuana as well as the flood. Jack Benson will talk about the mitigation that has been done and the money that has been spent on mitigation. The Mayor will also be part of the panel. The media will be given a gift bag that will have things like a coffin race hat, wine glass, mineral springs cup, and Manitou Springs Strong bracelet. It is Marcy's hope that Board members will attend.

Karen spoke with the Shelly, Xcite media. They did receive the contract for the content development and will begin working on that immediately. The content they will be writing is for the main pages such as the home page, the landing pages for attractions and lodging, and Peak Living. The site is anticipated to be up in May. They will be moving data for the member pages. Karen spoke with Brittany and thinks they can go through and identify people who have duplicate content and try to change that content and go live. The membership pages will have to be a work in progress because they will take time and Karen didn't feel they were critical to the site. Staff asked about getting members log-in information so they can create their own landing pages for the site. Karen explained that once the coding is complete, we can start reviewing the

site. She will check with Shelly and get an update. Tim asked about losing organic ranking when we change the site. Both Karen and Gwenn told him the rankings should get better with the new site and that the current site is dragging.

The Marketing Task Force is planning two photo shoots – one coming up soon and the other this fall. They are launching a facebook campaign for high resolution photos of Manitou. We will offer recognition on the web site. That will be in conjunction with Peak Living. The photos will probably be picked by the task force.

There are approximately 4,000 emails in the data base after Brittany completed the merge with the old data base. Leslie pointed out that because there are that many emails, the cost of sending out the newsletter is \$50 per month and the task force will need to determine where those funds are coming from. Susan sent out a social media report. We now have 20,722 fans and engagement is between 1,000 and 20,000 depending on what is going on. Susan is continuing to improve Twitter and will be working on Instagram as well but is looking for photos.

The Marketing Task Force talked about ManiFest at its last meeting. Karen thinks there are some economic development opportunities with ManiFest and possibly bringing back Wi-Fi downtown. Tim explained that when the BID was approached, the idea was the BID was to help get it up and running but then the hope was that the Wi-Fi would pay for itself through advertisers so it would not be an ongoing expense. There were also problems with the Wi-Fi not working well. Karen thought it could be another avenue for advertising dollars to help support it. Karen will contact Andrew York for additional information. Marcy suggested Karen present the information to the Marketing Task Force prior to bringing it back to the Board.

Joy Vernon reported the City has approved Mani-Fest. It will be a City-wide festival to showcase Manitou Springs. It will showcase the parks and bring all of the assets of the area into one festival. It will be one day as the first year but she feels it may expand next year. The interest they are seeing in the festival is huge. They are being backed by KRCC and will have a KRCC stage. The sponsors will have time on KRCC. The Independent is sponsoring and will be running a lot of advertising for them. Smokebrush has also been instrumental in supporting Mani-Fest. There are five areas – music, food, fitness, the arts, and yoga and wellness, that they will focus on. The Olympic Training Committee will be bringing some Olympians for demonstrations. Partners for Healthy Choices will be sponsoring and creating a passport for children. It will look like a passport and they will get a stamp for the different events they go to. The Peak Living Project is a sponsor and will be focusing on the fitness. They will be talking to all of the businesses and asking the restaurants to participate with a healthy meal and encouraging all businesses to be involved with it. Julie asked about the advertising to determine if the event would have an out of town reach to boost lodging or if it would be more day trip traffic. Marcy suggested having Laura or Brittany call other area chambers to see if there are other events going on that weekend. Joy stated they would like to have the Chamber involved. Possible sponsorship of the event will be placed on the May agenda.

## **H. Special Events**

Leslie reported the Health Fair is Saturday, 7 am – Noon, at Community Congregational Church. We have many of our restaurants donating food which is for the volunteers. The Health Fair takes 60 – 70 volunteers and if any board members are available we could use additional help. Julie will again let us use her pool chairs which we will pick up Friday afternoon when we are setting up. Kathleen Morrow will be offering SpringAbout tours at 8:00 a.m and 10:00 a.m. and is working on getting volunteers to bring the tours back this summer.

We will be looking for additional volunteers to assist with the Wine Festival as soon as we get through the Health Fair.

The Summer Concerts park application has been turned in. The Park and Recreation Board is looking at portable seating to replace the benches that were removed. They plan to have a solution in place by June 2, the first concert. Locals will be encouraged to bring their own chairs but we do need to have some seating for visitors or locals who do not have chairs.

We are receiving Coffin Race entry forms already.

The Verne Witham Pancake Breakfast began as a BID event to raise money to buy holiday lights for the trees in downtown. The American Legion donated the supplies. The breakfast has traditionally been the Saturday of Memorial Day weekend. This year the breakfast would be the Saturday before the Wine Festival and staff could not take on an additional event. Last year the American Legion could not provide the supplies with their budget so the Fire Department took it over and used it as a fundraiser for the Fire Department. After the event, there was discussion about moving the event to hold it in conjunction with the Pikes Peak Hill Climb to boost attendance. Originally, it was designed to be a local's event. The pancake breakfast was not designed as a Chamber event and Leslie isn't sure it should be. Marcy thought it should be a Fire Department event. Leslie will contact Randy Perkins and Lisa Haight (Nick Sanborn's daughter) to discuss possibly having it in conjunction with the Hill Climb and try to bring the racers back into Manitou Springs.

Leslie received an email from the people who had the mini fruitcake toss asking what the intentions were for the Fruitcake Toss moving forward. After additional discussion, it was determined that the Board was not ready to make a decision. Marcy asked the Board members to think about it and come to the next board meeting with suggestions about how things can be changed to keep the event going. Karen thought this was a great segway into the Special Events Task Force. Marcy stated if the Board wants a Special Events Task Force it would be great and that we can talk about it next month. She wants to see who is willing to serve on the task force and feels the Marketing Task Force has been very successful.

## **I. City Update**

City Council has been working with KRW and has narrowed down the candidates for the City Administrator position to five primary and three alternates. On Friday, May 16 there will be a "Meet and Greet" of the candidates with interviews with City Council on May 17.

On May 13, Sarge will be attending a CML meeting. Council has submitted for a Board position on CML. He received the packet and will be working on that for the meeting in June.

There has been quite a bit of work done on the illegal drug use in Manitou Springs. Sarge has been getting information that has been shared with the Police Department and several people have been arrested.

#### **J. Executive Director Report**

Monday the Colorado Department of Labor and Employment came in for an audit of the 2012 payroll files. We have been paying the cleaning person and tour bus guides as Independent Contractors and the auditor determined they should have been employees. They then reviewed 2011 and 2013 files. The total difference was \$186.00. There are two conditions that Independent Contractors have to meet and one is that they have to do the same type of work for other people. They did allow us to keep the holiday entertainment as contract labor.

Leslie is providing information to the accountants for the annual audit required by the City.

The Parking Authority Board is setting up a demonstration light in the Canon Avenue lot as they are concerned about the safety in that lot. If that light works as planned, they will encourage the Metro District to consider the same lighting for the Wichita Lot. They reviewed 5 pages of issues/projects. The PAB discussed giving Manitou Money to people who get tickets so they do want to talk to the Chamber about that. They will be talking with the Metro District on a number of the issues. Standard said it is not operationally possible during the 3 hour free parking to not have people go to the kiosks.

Karissa Ballard, our weekend staff member, will be leaving the middle of May. Leslie received a possible referral from Julie Vance of a Manitou resident that is a teacher looking for a part-time position that will be contacted. Leslie will be working on creating a job description for at least a part-time permanent position that will be working during the week. We are looking for additional volunteers for the office as well. We have current openings on Saturday and Wednesday afternoons.

Leslie is talking with the Colorado Springs CVB volunteers this afternoon about what is happening in Manitou. Tonight is a Flood Mitigation meeting at City Hall. Leslie will be talking about our efforts in Marketing at that meeting.

The copier lease is expiring and Leslie has signed a contract for a new copier with Xerox. The new copier will be in next week. She also received notice that the Health Insurance plan will no longer be offered at the renewal date so will be meeting with the insurance broker soon.

#### **K. President's Report**

Marcy handed out copies of the Westside Action Plan. There will be people looking at the electrical and many of the changes that will be made. At the URA meeting, it was reported that the largest portion of funds will be spent on the Adam's Crossing area bridge. Marcy is hoping

Adam's Mountain Café will be the touchstone to kick off new development in the URA area. Adam's Mountain did receive a grant from the URA to work on the exterior area of her property. Marcy stated the URA does have funds available to assist if promising projects are presented to them.

With the City approving the conditions with the first recreational marijuana, Marcy stated the Board needed to make decisions as to how they would handle potential applications for membership with the organization in terms of advertising. She suggested the Marketing Task Force may want to discuss the advertising guidelines and bring a recommendation to the Board. The conditional use has been approved by the Planning Commission and is being recommended for approval to City Council though no one was sure when the issue would be on City Council's agenda. Julie asked staff to get the signage regulations from the City to send to the Board.

#### **L.      **Unscheduled Appearances****

A couple of copies of the Economic Development Assessment were made available. It is currently 18 pages long and is a work in progress. Several additional changes were discussed. Those changes will be made and it will be sent electronically to the Board. Joy suggested it be added to the Google drive (staff still needs to create) so that the Board would always have access to the files.

Marcy reported that MERF is doing well. They will be assisting with the Flood Mitigation Meeting at City Hall this evening. Information will be presented by the City, County and CDOT. Marcy encouraged everyone to attend.

Tim brought up Marcy being mentioned in the paper by Jan Martin as an inspiration to women.

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