

**Manitou Springs Chamber of Commerce, Visitors Bureau
& Visitors Bureau**

**Board of Directors
Meeting Minutes**

December 18, 2014

Present: Karen Cullen, Rachelle Cully, Gwenn David, Tim Haas, Ken Jaray, Farley McDonough, Marcy Morrison, Julie Vance

Absent: Justin Armour, Sarge Mac Donald

Staff: Leslie Lewis

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development Board of Directors was held on Thursday, December 18, 2014 in City Council chambers of Manitou Springs City Hall. The meeting was called to order by President Marcy Morrison.

Staff announced that our City Council Liaison will change in January. The new liaison will be Councilwoman Nicole Nicoletta.

A. ACTION ITEM: Approval of November Meeting Minutes

In reviewing the minutes of the November meeting, Marcy asked that under section G. Marketing Report & Discussion, the minutes reflect Susan Wolbrueck will be asked to provide a monthly report for the Board and asked that this information be conveyed to Susan. Julie Vance made a motion to approve the November Meeting Minutes with the addition. Tim Haas seconded the motion and the Minutes were approved.

B. ACTION ITEM: Approval of New & Renewing Members

The new members were discussed. An article on Sunwater Spa recently reported they would be opening in the spring. Staff will contact Don and ask about a tour of the building for the Board. Non-renewing members were discussed as well. Leslie will continue trying to make contact with Swirl to see if there is something we can do to maintain their membership status.

Ken asked about gathering data (arch to arch) about the percentage of member vs non-member businesses to determine how we can increase the percentage of member businesses in Manitou Springs. Leslie will work on the report for January to give everyone a baseline.

Karen Cullen made a motion to approve the New and Renewing members as listed. Rachelle Cully seconded the motion and it was approved.

C. ACTION ITEM: Approval of November Financials

The Balance Sheet and Income Statement were sent out. Tim reported that the Balance Sheet shows that we are in a strong position at this point. Tim feels the Income Statement is more useful as it shows performance for the year.

Marcy suggested the agenda be rearranged so that the Marketing Report is presented prior to discussion of the 2015 Budget.

D. Marketing Report & Discussion

Karen Cullen reported that the Marketing Task Force has been primarily working on the 2015 Marketing Budget which will be inserted into the 2015 Proposed Budget. Leslie sent a letter to Blakely + Company letting them know we would not be retaining their services for 2015. We have not heard from them since the letter was sent.

Brittany Tafoya & Karissa Ballard have developed the member log-ins for the website. These have been added to the system. Gwenn David and Amy Mogck are testing the system. Karen is recommending that instructions be written and provided with the log-ins to members. Members will then be able to update their landing pages on our site.

There is a facebook page out "End Parking Enforcement Now". Parking Enforcement employees have been posting on that page and engaging the public which had become argumentative. Leslie contacted Dave Gagnon and Susan Wolbrueck sent a note to Michelle Anthony, as the staff liaison to the Parking Authority Board. It appears Parking Enforcement employees have stopped interaction with that page and these conversations and comments from Standard Parking have been removed. There was discussion about the professionalism at the Parking Authority Board meeting. A "Mystery Shopper" program was discussed in the meeting as well. There will be a City Council work session on parking. Leslie will let the Board know when that meeting is scheduled. Standard Parking has a five year contract with the City. Marcy understands the City will own the equipment at the end of the five years.

In regards to the Marketing Budget, Karen reported the Task Force has identified a greater amount of money to go to the digital campaign so that we can be competitive. We are waiting for a proposal from XCite to know what that campaign would be. Ken suggested the Marketing amount will need to be increased, particularly in the Contract Labor line, in the budget.

E. ACTION ITEM: Approval of 2015 Budget

Tim stated he felt it is the Board's responsibility to determine how much money is placed in the Marketing Budget. The Marketing Task Force should come up with the amount they would like to have, but ultimately the Board needs to make the determination on that amount. In looking at how much money an organization should hold in reserves, Tim reported there is not an industry standard, however, similar organizations seem to use six months for a base line. Looking at our organization, operating expenses run between \$15,000 and \$20,000 per month, which would mean that we should hold \$100,000 in reserves. Final carryover at the end of the year as well as potential changes in the income and expenses need to be determined as soon as all 2014 expenses have been received and paid.

Marcy brought up the east end development and the additional responsibility our organization will have in economic development and marketing for that area. She further stated that with this change, funds in the contract labor line could assist in this area as well. After additional

discussion, it was determined that the proposed Marketing budget is \$190,000 plus the \$8,000 for distribution and \$38,000 for the Visitors Guide for a total of \$236,000. This amount does include the grant from the Office of Economic Development & International Trade. Farley McDonough made a motion to approve the 2015 budget as presented. Julie Vance seconded the motion. The motion failed on a two/four vote. Karen made a motion to approve the 2015 Budget with the addition of \$25,000 in Contract Labor. Rachelle seconded the motion and it was approved.

F. EXECUTIVE SESSION: Matters of Personnel

Karen made a motion that the regular session of the Board be suspended at 9:37 am and the Board move into Executive Session for Matters of Personnel. Julie seconded the motion and it was approved.

The Board returned to open session at 10:05 a.m.

Karen made a motion to approve a 3.6% pay increase and a \$1,000.00 bonus for Leslie and a \$750.00 bonus for the staff to be given at Leslie's discretion. Ken seconded the motion and it was improved. Additionally, Laura will be given a pay increase and moved from an hourly to a salaried position. The Board requested all staff be given the same type of evaluation as had been completed with Leslie and that staff provide input. Tim offered to share a shorter version of the evaluation form with Leslie to be used with the staff.

G. President's Report

Marcy reported that the URA is moving forward with the development of the east end of Manitou Springs. The URA Board has hired someone to assist with writing different codes for the URA area. The URA will be watching the Westside Avenue Plan to make sure the Manitou Springs area will be covered with the funds available for that area. The URA is receiving funds from the increase in sales tax in that area due in large part to the Maggie's Farm addition. Some of the URA funds may be needed for development purposes or the City may request some of the funds for construction. The second marijuana store will be opening in the old Wild Ginger location.

Marcy thanked the Board for their participation over the last year and while she was COO, and informed the Board that she would serve in 2015 as ex-officio, and still attend the meetings, but felt it was time for someone else on the Board to move up into the President position. The election will be held in January but Marcy requested everyone think about whether they would like to serve as part of the Executive Committee and nominations could be made at the end of this meeting. Marcy also thanked members of the Board for their cooperation and collaboration. Tim thanked Marcy for her service and for stepping up and taking the position of interim COO and further stated she helped the organization navigate a challenging time.

H. Executive Director's Report

Leslie reported that having Santa and gift wrapping on the weekends was not as busy as she

would have anticipated it being. Marcy wondered if it was the best location and Gwenn pointed out that it was a first year and it takes awhile for people to get used to it.

The Volunteer Lunch at the Loop went well and the volunteers able to attend all seemed to really enjoy it. There were a lot of new business owners at the "Crush". The event was very nice and not so crowded that it was "crushing". People got the opportunity to visit with each other and meet new attendees. The new owners of the Craftwood were there as well as the couple opening the new restaurant, "The Kitchen". One of the partners, Dick Koonz, opening the new restaurant in the Spa building was also there. The "crush" gave everyone a chance to meet several other new members as well.

The new rack cards were delivered this week. Staff will be taking some to Certified Folder in Centennial. Karen offered to deliver the rack cards as she would be going to Denver. Brittany and Karissa are working on the Visitors Guide. The Christmas commercial is running. We do have a new commercial this year.

Leslie met with Molly Urbina and Ian Hyde from the Office of Emergency Management (Denver). They were here touring the mitigation area with the Mayor and Roger Miller. They then went shopping in Manitou prior to a meeting for coffee. They realize the mitigation is an ongoing process and our recovery is far from complete.

The EDAT (Economic Development Assessment Team) returned yesterday for a summary of their findings. They provided two reports, one specific to Manitou Springs and El Paso County, and the other is a Tool Kit for Economic Recovery and Resiliency. Leslie will have a couple of copies made that will be available for anyone to review. Copies of both reports will be given to the Library.

The Small Business Luncheon for the "State of the Chambers" is tomorrow. Leslie will be on the panel speaking. The questions were shared with the Board and discussed. The vendor fee was mentioned as part of the high tax question. For the issue impacting businesses the risk of flooding and negative national news due to major disasters was seen as a threat to business. The availability of labor and the opportunities for healthy lifestyle and fitness were seen as positive reasons to live and do business in this area.

Leslie received an email from Natalie Johnson asking her to serve on the Creative District Steering Committee. After discussion, the Board felt with both Ken and Farley being involved in the steering committee, from a time standpoint, Leslie may not need to serve as well.

Spice of Life has closed. Rachel Buller (Manitou Springs Real Estate) will be moving her offices into that location this spring. European Café closed and PJ's Continental Bistro will be moving into that location and combining the two restaurants into one. They will be remodeling the building to combine the two spaces into one larger restaurant. BooDad's will be moving into the Barker House (where PJ's was) and Colorado Mountain Brewing Company, partnering with

Borriello Brothers Pizza, will be opening in the Spa Building. There are currently three vacant additional spaces in downtown.

Ken requested Leslie compile a one page summary or short report of the “top 10” things the Board should look at in the EDAT Report to give them a place to start with the report.

I. **Unscheduled Appearances**

The Board returned to discussing nominations for the 2015 officers for the Board of Directors. Ken nominated Karen Cullen as President. Marcy seconded Karen’s nomination. Karen nominated Gwenn David as Vice President and Ken seconded Gwenn’s nomination. Karen nominated Tim Haas as Treasurer. Farley seconded the nomination for Tim. Marcy reiterated that the election would be held at the January meeting and these nominations do not preclude someone else from being nominated on nominating themselves in the next month.

Ken suggested the Board begin planning a Board Retreat in the next several months to come together as a group, personally and professionally, and determine where the organization should go. Marcy suggested an outside facilitator be brought in. Ken felt it would take a couple of months to plan.

Having no further business before the Board, Tim made a motion to adjourn the meeting. Karen seconded the motion and the meeting adjourned at 10:50 a.m.