

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

**Board of Directors  
Meeting Minutes**

**January 22, 2015**

**Present:** Justin Armour, Karen Cullen, Rachelle Cully, Gwenn David, Tim Haas,  
Ken Jaray, Farley McDonough

**Absent:** Marcy Morrison, Julie Vance

**Guests:** Christina Larsen

**Staff:** Leslie Lewis

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development was held Thursday, January 22, 2015 at the Garden of the Gods Trading Post. The meeting was called to order at 8:40 am by Vice President Karen Cullen.

Staff neglected to let the new City Council Liaison know the meeting location had changed. Gwenn David made contact with Councilwoman Nicoletta who was unable to attend the meeting. The Board email list will be updated with Councilwoman Nicoletta's information.

**A. ACTION ITEM: Election of 2015 Officers**

The slate of candidates for the Board of Directors Officer positions presented at the December 2014 Board of Directors meeting was: Karen Cullen for President, Gwenn David for Vice President, and Tim Haas as Treasurer. There were no additional nominations for the officer positions. Tim made a motion to approve the Slate of Candidates as presented. Justin Armour seconded the motion and it was approved.

**B. ACTION ITEM: Approval of December Meeting Minutes**

Tim made a motion to approve the December Meeting Minutes as presented. Gwenn David seconded the motion and it was approved.

**C. ACTION ITEM: Approval of December Financials**

Tim explained both the Balance Sheet and Income/Expense statements for December were sent out. We still have expenses from both the City for the Coffin Races and Blakely + Company for December that have not yet been paid. The Blakely invoice has been received recently and the Marketing Task Force will review the charges in their meeting prior to payment. With these adjustments, the result should be a net income of approximately \$35,000.00. This is a result of less expense in several areas, primarily Payroll. Ken Jaray made a motion to approve the December Financials as presented. Farley McDonough seconded the motion and it was approved.

Ken asked if the 2015 Budget had been approved at the December meeting and was told the Budget had been approved with the addition of \$25,000 in contract labor. It was clarified that the expenses are projected higher than the revenue because of the contract labor addition. The contract labor has not been allocated at this point. Ken asked about the \$5,000.00 for the Mineral Springs and Karen believes it is in the Marketing Budget. Staff will clarify where those funds were allocated. Ken also requested the Marketing Budget be included in the Marketing tab of the budget which will be done on the 2015 Comprehensive Income/Expense spreadsheet.

**D. Request: Heritage Center Pocket Program**

Leslie reminded the Board that Molly Wingate presented the Heritage Center Pocket Program at the October Board Meeting and requested our sponsorship of the program. The Pocket Program is an interactive artifact program. At that time, Molly was hoping for \$1,000.00 for the program to help them reach a matching grant from a private foundation. They are currently \$800.00 from meeting the required match. Ken asked if there would be opportunity for some recognition at the Heritage Center that the Chamber has a partnership or collaboration for the Pocket Program which Leslie believed there would be. The Heritage Center is a private organization and does not receive City funding. Ken made a motion to approve Pocket Program funding of \$800.00 with the assumption that there will be some recognition of the Chamber's partnership. Tim seconded the motion. Ken asked for additional information on the structure of the Heritage Center. The motion was approved.

**E. ACTION ITEM: Approval of New & Renewing Members**

Businesses on the new and renewing members lists were discussed. Staff is talking with The Kitchen and Posha's regarding membership but neither has joined yet. Additional businesses and some of the changes going on in downtown were discussed. Ken made a motion to approve the New and Renewing Members as presented. Tim seconded the motion and it was approved.

Ken recommended a one page summary of the business opportunities, with all of the vacancies listed, be created. Karen requested the spreadsheet that was previously created be brought to the next board meeting. A strategy for trying to fill those vacancies will be discussed in that meeting.

Christina Larsen came in as a guest. She is interested in filling a position on the Board of Directors. There will be two positions on the Board that need to be posted. Marcy Morrison is not interested in being reappointed to the Board for another 3 year term but will stay on the Board for her one year as past president.

Ken made a motion that Tim Haas be reappointed to the Board of Directors for a 3 year term. Rachelle Cully seconded the motion and it was approved.

**F. ACTION ITEM: Authorize Signers for all bank accounts**

Bank accounts are held at Chase Bank, NorthStar Bank Colorado and Pikes Peak National Bank and current signers were reviewed. In accordance with section 7.3 of the By-Laws, Ken

made a motion for Karen Cullen as president to replace Marcy Morrison on the signature card and to add Gwenn David, Vice President, as an additional authorized signer. Tim Haas, Treasurer, and Leslie Lewis (Executive Director) will remain on the signature card for all accounts. David Symonds will be removed from all signature cards. Farley seconded the motion and it was approved.

#### **G. Marketing Update**

Karen reported the Marketing Task Force has been discussing proposals for a digital advertising campaign from Xcite Media. They will be at the next Marketing Task Force meeting to answer questions. We will need to go back to the Office of Economic Development and International Trade (OEDIT) to request reallocation of funds approved in the grant application. Karen met with Susan Wolbrueck to discuss the new blog. Susan anticipates getting that out on the 27<sup>th</sup> of each month. She has scheduled the first Social Media Roundtable tentatively for Feb. 24, 8:30 – 10:30 am at Red Dog Coffee. Before she discusses social media, she will go through what the Chamber does for member businesses.

Ken asked about the advertising on the web site. Karen responded that we could have as many ads as we want in those spaces. The MacVan ad is a trade for using their maps in the Visitors Guide and in the Visitors Center. Karen reported that we are not currently charging for the ads but we did come up with a pricing structure. The same ad will be in 3 locations (home page, contract page, and getting here). Ken found the ad space on the Mind & Body page as well.

We will send out an “Advertising Opportunities” email to the membership that will include the website advertising as well as the newsletter advertising.

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

Leslie reported that Bruno Pothier has submitted his resignation. The City is working with the same company they have used to fill other department head positions.

The City has a person from a temporary agency, Alicia, helping Jason in the administrative area. They have also hired Shelly who is the Flood Manager. Shelly is a certified flood plain manager and was most recently the Assistant Emergency Manager with El Paso County. Shelly

Leslie has written a letter of support for a grant to work on a Master Plan Update and Hazard Mitigation Plan and is dropping that off with Karen Berchtold, the 3<sup>rd</sup> planner. As the Master Plan progresses, we will be working with staff for the Tourism portion of the Master Plan.

Roger Miller gave an update to City Council recently. There was a 2 month delay in the 2nd phase of the William Canon project.

City Council approved sponsorship of the Fruitcake Toss, scheduled for Memorial Park on January 31.

### **I. Parking Update**

Karen reported on the facebook activity with the Parking Enforcement Department. Ken asked about the parking lots being consistent with the rest of the paid parking program. Ken asked if an email can be sent to the Metro District asking them to have 3 hours free parking while that is the policy on the street. Gwenn stated it may be tied to their debt service as they are paying off the loans on the lots. There is a work session between City Council and parking coming up. Leslie was invited to a meeting with David Gagnon, Neal Yowell, Coreen Toll and Randy Hodges. There were some very positive suggestions that came out of that meeting. Because the Parking Authority Board meeting was postponed until next week, those ideas could not be approved.

### **J. Special Events Update**

The Gumbo Cook-off is coming up. We will be doing a live segment on Fox 21 on February 5 and Rayna Novena is going to be a judge so we will receive additional publicity closer to the event. Serenity Springs, the big cat rescue, from east of the Springs has asked if they could come with cubs to raise funds.

The Southern Colorado Health Fair will be April 18 at Community Congregational Church. Patti Clavier will be heading the medical portion of the fair again this year. Karissa Ballard is going to be given more responsibility of this event.

Leslie met with Danu and Jan, Park Board members, about the park for the Wine Festival. We want to work with the Park Board on the food vendor locations in the park. They have a retreat coming up and will discuss this event during that time. It would be preferable to have everything worked out with the board prior to going to City Council with the application. We do have all of the wineries in already but are still accepting other vendors for the event.

Ken reminded everyone about the Manni Awards, January 29, at City Hall. It is a community potluck with a lot of awards, and a really fun event. Ken requested the evite be sent out again.

### **K. Discussion: Long Term Lodging Ordinance**

Anything over 30 days would be considered Long Term under the new ordinance. Lodging properties would be required to remodel rooms where someone would be staying longer than 30 days in a 60 day period. This would put more strict requirements on these hotels than on the apartments in town. The Planning Department is going to look at the housing code. There would be a lot of unintended consequences with this change so more background will need to be done. This will be back on the February Planning Department agenda. Farley asked if they were getting information from Laurie Wood and the school.

### **L. Rainbow Falls Bridge Repair Discussion**

CDOT has approved the funding to fix the west end bridge over Rainbow Falls which will close the west end access while it is being done. CDOT wouldn't guarantee this work would be complete by Memorial Day. The Mayor was concerned about the timing and wanted input from the Board of Directors. The Mayor is continuing to work on getting additional details on this

project and timing. Both the Mayor and representatives of CDOT will be at our February meeting. Concern was expressed about having the road closed during the season but also about the possibility of losing the funding if it gets put off to next fall.

The Mayor is also working on getting Manitou Avenue repaved prior to the 2017 when it is in CDOT's budget. They are talking about reconfiguring Manitou Avenue between the Highway 24 overpass and City Hall to be 3 lane. As the Westside Avenue Project would be 3 lanes, it would only be that stretch between 31<sup>st</sup> Street and the west end of Manitou that would be 4 lane without a change.

**M. Executive Directors Report**

The Visitors Guide is still being worked on. We are going to print 90,000 this year instead of 100,000 as we still have 10,000 in stock this year. Leslie is hoping to go to print next week.

Karen spoke with Sharon Palmer (Swirl) who was upset that we had the beer garden with the coffin races. Karen explained that we have cost associated with the coffin races that we have to raise money to cover and the sales from Bristol all came to us. She also told her that other bars in town had had record sales that day. Sharon also told Karen the chamber doesn't give out her brochure (which is copied when it runs low). Leslie will meet with her and continue to try to salvage the relationship. Karen expressed concern that Sharon might not fully understand that we will no longer be able to support her through promotions on social media and currently Susan shares a lot of Swirl's posts.

Having no additional business before the board, Tim made a motion to adjourn at 10:15 a.m. Farley seconded the motion and it was approved.