

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

**Board of Directors
Meeting Minutes**

June 25, 2015

Present: Gwenn David, Tim Haas, Christina Larson, Farley McDonough, Marcy Morrison

Absent: Justin Armour, Karen Cullen, Rachele Cully, Ken Jaray, Annie Schmitt,
Julie Vance, Nicole Nicoletta

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, June 25, 2015 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:33 a.m. It was determined that there would not be a quorum available for the meeting so no votes could be taken.

A. Action Item: Approval of May Meeting Minutes

Board members were asked if there were any changes or corrections that should be made to the minutes. In follow-up discussion, staff had contacted Standard Parking Plus to ask about the possibility of having a question on the kiosks to find out if people are visiting or parking in downtown to hike the incline. Standard is in process of changing vendors so Neal Yowell, the Manager, will find out from the new company if this is a possibility. Staff reported no available parking from the west end to the 600 block of Manitou Avenue at 8:20 am the last two Saturday mornings. The Board discussed the concept of the tube of toothpaste and while residential parking on Ruxton is understood, the impact to downtown has been noticed. One business reported sales taking a dip on the weekends when the incline is busier and more downtown parking is taken by runners. The shuttle was discussed. When it is not full, it does get stuck in traffic. The question on the kiosk would provide helpful information. One business owner reported to staff that they are not seeing as many soldiers coming in related to their Incline training and a board member concurred.

Marcy Morrison asked about the project that Ken Jaray had mentioned with the pilot program with "LotSpot". City Council approved funding for the study at the Barr Trail lot but staff was not sure about the study in the Iron Springs Chateau lot. Ken had talked in the last meeting about the Friends of Ruxton Canyon, the Cog Railway and possibly the Jenkins Family financing an impact study for the Incline's impact on the Ruxton corridor. Staff has not heard status of that study.

After discussion, the board agreed by consensus those present did not see anything that should be changed and the minutes could be approved when a quorum was present.

B. Action Item: Approval of May Financial Information

Tim Haas reported that he was unable to open the Income Statement. Several Board members reported the same problem. Staff had adjusted the revenue for the Visitors Guide down by \$1,100 due to the loss of advertisers and the expense down by \$9,000 with the actual expense of printing. The auditors should be getting the audit back to staff with adjustments for 2014 any time. Staff does not

believe that the projected income for manitousprings.org advertising will be received. Member businesses have shown no interest in advertising on the web site or in the visitor newsletter which is reaching over 5,000 people monthly. Staff does not anticipate seeing the \$7,000 in revenue as projected there and also does not anticipate spending the full \$20,000 for contract labor for some balance. Staff reported the total revenue for the wine festival was \$57,000 deposited in June so Special Events Revenue should come in higher than projected. Other items are anticipated to come in as projected at this time. After review of the information, it was determined the board will vote on approval when a quorum is present.

C. Action Item: Approval of New & Renewing Members

There were new member applications from The Bee Society, Beyond Boundaries Travel (a cannabis tour cultivating curiosity into knowledge), and Pikes Peak Trading Post (which owns the small buildings at the foot of the Pikes Peak Highway and are trying to lease a billboard on the roof). Staff has always put businesses on the web site prior to board approval because no legal business has been rejected. After discussion, the board determined the applications can be approved by electronic vote and will be sent the full board with a request for approval with approval of minutes from the May meeting.

Staff will check By-Laws to see if the authorization for the Executive Committee to meet instead of the Board was included in the re-write and is still an option.

D. Action Item: Adopt Conflict of Interest Statement

This item was postponed until a quorum is present at a meeting.

E. Discussion in a Box (POST Master Plan)

Annie Schmitt was unavailable due to an out of town emergency. She wanted to provide additional explanation/information on this process. Susan Watkins would like the Board and or the Chamber to host a "Meeting in a Box". Staff believes it is a bad time of year to expect Manitou business owners to attend a meeting but feels the information they are looking for is important. They are gathering information for the Parks, Open Space and Trails Master Plan. If Board members can host individual "Meetings in a Box", for their neighbors, it would be great. The meetings take approximately 1.5 to 2 hours and everything is included in a box you can pick up from City Hall. There is also a QR code on signs in the parks that you can link to that will take you to a survey that can be filled out.

The Board discussed the importance of commerce and the events that are held in Manitou Springs in the parks as well as the Coffin Races. Marcy suggested having a board retreat (or extra meeting) in September to focus on 2 or 3 issues (economic development and tourism for example) beyond what the board has time for in a regular meeting.

F. URA Update

Marcy reported the URA have hired people to do work in the URA so the area is attractive to developers should they come in. The URA has more clout in that they have collected more taxes with the addition of the marijuana businesses. The executive director of Greccio House met with the URA recently as the board is aware of the need for a multi-use building in that area. The group realizes the need for business but also the need for "affordable" housing. Councilwoman Toll has made it clear that her first priority is to create more housing in Manitou Springs and has created a task force to look at housing opportunities. The director of Greccio House pointed out the need to determine the type of

housing the board/group wants. In discussion, following a tour of the Dillon Motel by the task force as a possible model for rehabbing a property, the community needs to determine the type of housing wanted. The URA is focused on mixed use with commercial and residential. With Greccio House, the residents work. They qualify for apartments (1 bedroom, 2 bedroom, etc) based on their income. The Police Chief pointed out that Manitou Springs officers cannot afford to live in Manitou Springs. Farley stated teachers can't afford the housing either. Marcy is also representing the Chamber in these meetings. Many board members agreed that workforce housing was a good thing but they didn't want to see free housing for the homeless. There was also talk of artists not being able to afford Manitou Springs housing so workforce housing would be beneficial with the Creative District aspects as well. Several people have said, and the board agreed, that Manitou Springs should not be in the housing business, someone else would need to manage the project.

With the Westend Avenue project, the Highway 24 interchange area has been removed from the project scope again because of the costs.

Both Marcy and Tim needed to leave the meeting.

G. Marketing & Web Site Update

The video is well underway and should be complete soon. The marketing task force is meeting with the web site designers on a mobile app in early July. When the task force meets with the web company they will also receive information on the analytics of the remarketing ad campaign. Facebook is currently the number one referral source for manitousprings.org. In discussion regarding conversions and the uncertainty of whether people actually came to Manitou Springs after seeing the ads, Gwenn reported that she can track conversions through bookings with her facebook ads. Farley has a mobile banner ad through KOAA that pops up when someone is in the area (geo-targeting) which is working well for her.

H. Unscheduled Appearances

Farley reported that the City of Santa Fe wants to purchase "Rusty", the Snowman sculpture so the Manitou Springs Arts Council is trying to raise \$6,000 to purchase and keep the sculpture. Gwenn and Farley both believe the Arts Council is about half way to their goal. They have until the end of the year to raise all of the funds. Farley would like to request the Board make a contribution to the fund. Christina Larson will write an article for the Manitou Marquee to help raise funds as well. Staff will send an email to the Board and request the funds as part of the electronic vote.

Gwenn suggested everyone look at the I Love Manitou Springs facebook page as they had written a couple of paragraphs bashing the Chamber. The members still present discussed the post.

The KRDO story on the trash left along the Incline was also discussed.

Farley mentioned the Flying Pig Fest on Saturday and asked if anyone was going. No one was familiar so Farley explained more about the upcoming event.

The meeting adjourned at 9:50 a.m.

Addendum to Meeting Minutes

Through electronic vote the following items were approved:

New & Renewing Member Applications

Marcy made a motion to approve the New & Renewing Member application received in June and presented at the June 25, 2015 Board meeting. Farley seconded the motion and it was approved by majority vote.

Donation for Rusty the Snowman Sculpture

Marcy made a motion to approve a \$700 donation toward the purchase of Rusty the Snowman sculpture. Farley seconded the motion and it was approved by majority vote.

Sending Leslie Lewis and Brittany Tafoya plus 2 to the Palisade Wine Festival in September

Following the wine festival, Karen Cullen met with several of the vendors. She recommended sending Leslie and Brittany to Palisade, the largest wine festival in the state, to gain information and new ideas for improving the Manitou Springs Colorado Wine Festival. Marcy made a motion to approve sending Leslie and Brittany plus 2 to the Palisade Wine Festival. Gwenn seconded the motion and it was approved by majority vote.