

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

**Board of Directors
Meeting Minutes**

December 17, 2015

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

Absent: Justin Armour

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 17, 2015 in Manitou Spring City Hall in City Council Chambers. The meeting was called to order at 8:37 a.m. by President Karen Cullen.

A. Action Item: Approval of November Meeting Minutes

Tim Haas made a motion to approve the November Meeting Minutes as presented. Gwenn David seconded the motion and it carried.

B. Action Item: Approval of November Financial Statements

The Balance Sheet and Income Statement had been emailed for everyone's review. Tim reported that the Revenue is on track with where it should be and expenses are coming in a little lower than budgeted. Leslie reported that in December we received a check on the OEDIT Grant and only have about \$3,000 still anticipated in revenue on that grant. Some of the remaining expenses to be reimbursed on that grant are in the Holiday advertising campaign so the reimbursement request will be sent after those expenses are paid. Farley McDonough made a motion to approve the November Financial Statements as presented. Ken Jaray seconded the motion.

C. Action Item: Approval of 2016 Budget

2016 Budget projections were sent to the Board. The anticipated revenue from the BID for administration has been increased. Tim reported that the BID has approved their budget. They are shifting more of their budget into maintenance costs which will leave less for advertising. Tim reported that he had met with Karen and Leslie to work on the 2016 budget. This budget works to maintain \$150,000 in reserves and does anticipate spending \$36,000 from the reserves in the 2016 budget. Tim reported that some of the additional money will go into marketing. Marcy Morrison made a motion to approve the 2016 Budget. Rachelle Cully seconded the motion and it was approved.

Tim reported Pikes Peak Country Attractions Association has terminated the Executive Director and shared confidential information as we are a major member of the organization and pay a significant amount of money to them. An interim director has been hired.

After additional discussion about 2016, Tim recommended the Board form a Financial Audit committee that meets at least quarterly.

D. City Report

Nicole Nicoletta reported that the Incline Review Committee which was established when the Incline Management Plan was created is now being lead by Wade Burkholder and is meeting monthly.

There will be a going away gathering for Marc Snyder and Donna Ford on January 8 at Creekside. There will be a swearing in of the new Council members and a reception for both incoming and outgoing members on January 5. The nominees for the Manni Awards will also be announced in the January 5 meeting. The Manni Awards are being held on January 28.

The 2016 Budget has been approved by City Council. Evergreen Solutions provided a presentation on wages and ideas on how to get employees below minimum up to the minimum level. Wages will be raised incrementally. Nicole reported that Council is working on creating and implementing a performance based wages system. Nicole thought that it could take up to a year to get the system implemented.

Council approved the Fruitcake Toss for January 30. On January 12 there will be a work session with the Parking Authority Board and their relationship to Council as well as policy and implementation. That work session will also include a presentation from Fire Chief John Forsett on the planned Fire Training Facility.

Chief Ribeiro was not available for the meeting so Mayor Nicoletta was asked for an update on the Police Department. There will be a new officer sworn in January 5 or 19th. She further reported, to reiterate Chief Ribeiro's position that it is difficult to hire officers, and that on the last announced opening, there were 26 applicants. Following all of the testing (written, psych, physical, and oral) there were 3 candidates.

E. URA Update

Marcy reported that things are starting to move in the URA. There were 3 meetings with property owners on the changes with the Westside Avenue Project last week. The Westside Avenue Project will begin in Manitou Springs and move east. With the limits of that budget, some of the landscaping, trees, and amenities may fall to the URA to cover. The URA has also allocated funds for the bicycle/pedestrian bridge. Farley reported that Ridge Road will be closed between Highway 24 and Pikes Peak Avenue so the nearest entrance to Garden of the Gods will be Beckers Lane. Marcy and Farley reported that construction is set begin in spring with items that are not impactful and then begin undergrounding utilities in the fall. When they begin working on the undergrounding, it will be done in sections to reduce the impact and were discussing working at night. Working at night would create issues for the hotel properties so that has not yet been determined. The anticipated completion is fall of 2017.

Staff asked if Nicole knew the status of the west end of Manitou and the work on the west end ramp to Highway 24. She will get an update for the Board. It was suggested that Greg Springman, and possibly CDOT representatives, be invited to the January or February Board meeting.

F. Marketing Update

As part of the Public Relations contract with Wilkinson Brown, we received some great photography from Don Jones that can be used in the Visitors Guide. There have been press pieces on the mineral springs. Wendy did expanded advertising for "Shop Manitou Friday". She got a large article on Manitou Springs in the Gazette. She is also working with Springs Style Magazine, Denver 5280, Encompass, Sunset, KRDO

and travel bloggers for 2016. The Marketing Task Force is not sure that we will have the budget to continue working with Wendy Wilkinson in 2016.

We spent almost \$15,000 on Colorado Public Radio in 2015 and reached 310,100 listeners 3.3 times for a total of 1,026,400 impressions which runs until January 3.

The Marketing Task Force is working on the video and revamping it to be more regional for the CTO grant. A calendar of the marketing events/activities that happened in the 2, 3, and 4th quarters was handed out.

Ken brought up concern that the video created in cooperation with the Mineral Springs Foundation was not mentioned in the full page article in the Gazette. The original plan was to have a kiosk in the Visitor Center that would run the video. The Pikes Peak Makerspace is working on building the kiosk. Additional options for a kiosk that could run that video as well as others were discussed and will be explored.

Susan Wolbrueck was not interested in renewing her contract for the social media management. A new contract was presented from Anna Mekeel. Ken brought up two items that should be cleaned up/clarified in the contract. Julie Vance questioned "several times a week" listed in a couple of locations in the contract and asked that be clarified. Tim asked about her engagement if she is in Denver. The expectations were clarified and it was disclosed that Anna is Gwenn's daughter. Marcy made a motion to approve the contract with the suggested changes and clarifications. Rachelle seconded the motion and it was approved.

G. Discussion: Risk Management Plan

Karen and Leslie have been discussing the need for a well defined succession plan. Karen recommended getting a safe deposit box that would include an operations manual including all passwords. Marcy suggested Leslie research what other organizations do and how they handle their succession plans. Karen suggested this item be brought back in January with additional information.

H. Discussion: Ruxton Canyon Grant Letter of Support

Ken reported that the City has applied for some PPACG funding for improvements to Ruxton Avenue. It would include burying utilities, curb and gutter, sidewalks, possibly a bike lane, and some work on retaining walls. Wade submitted the grant application. Ken explained the PPACG process. This grant would be in the 2017 – 2022 funding cycle. Ken has asked businesses on Ruxton Avenue for letters of support for the project. Leslie had written a letter of support for both the Ruxton Canyon and the Creek Walk Trail at Wade's request.

Karen reported at the parking meeting, Mountain Metro had submitted their proposal for the routes. Route 3, which runs from Manitou Springs to downtown. They have had to make some changes because they cannot get the large buses through Manitou Springs in a timely manner in the summer. They are proposing turning the large Route 3 bus around at Manitou Avenue and El Paso and would run east on El Paso to Garden of the Gods Place to return to the downtown terminal. They will begin Route 36 which will be the Manitou Springs shuttle and will begin May 1 and run until September 17. They will then propose Route 37 which will run from El Paso Blvd west on Manitou Avenue and up Ruxton Avenue and will run that year round. These routes eliminate bus service from Ruxton Avenue west on Manitou Avenue to Serpentine.

I. Discussion: Executive Director Evaluation

Karen asked Board Members that haven't send in the evaluations to send in feedback. It was requested that Leslie send the evaluation form again.

J. Discussion: 2016 Slate of Officers

Ken, Julie, and Marcy will be leaving the Board. Karen will serve one more year as Past President. We have currently received one application for the board from a new member. It is Robin Depies from Nova Financial & Insurance Services. She will be invited to the January meeting. New board members do need to be members of the Chamber. The one community seat on the board is filled by Annie Schmitt.

Karen made a motion to nominate Gwenn David as President for 2016. Farley seconded the motion. Gwenn agreed that she would be willing to serve as President. Her nomination was approved.

Tim thanked the members leaving the Board for their service to the organization. He also asked Leslie to put together a list of those members leaving the board and the industry make up of the board members.

Tim agreed, after discussion, to continue as Treasurer. Rachelle nominated Farley for the Vice President position. Karen seconded the motion. Farley agreed to accept the nomination and it was approved.

Having no additional business before the board, the meeting adjourned at 10:02 a.m.