

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

**Board of Directors
Meeting Minutes**

February 27, 2014

Present: Justin Armour, Karen Cullen, Rachelle Cully, Gwenn David, Amanda Galloway, Tim Haas, Ken Jaray, Marcy Morrison

Absent: David Symonds, Julie Vance, Joy Vernon, Sarge Mac Donald

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development Board of Directors was held on Thursday, February 27, 2014 at Manitou Springs City Hall in City Council Chambers. The meeting was called to order at 8:32 a.m. by President Marcy Morrison.

A. Action Item: Approval of January Meeting Minutes

Karen Cullen made a motion to approve the January minutes as presented. Tim Haas seconded the motion and it was approved.

B. Action Item: Approval of January Financials

Balance Sheet and Income/Expense statements, as well as event, marketing and grant information sheets were all sent out. All of the forms are in place for monthly reporting and tracking. In January, there is not a lot of information available. Projections for dues and visitors guide revenue were discussed. Grant funding and the slowness of receiving the funds was discussed. Karen made a motion to approve the Financials as presented. Ken Jaray seconded the motion and it was approved.

C. Marketing Report

Blakely + Company has completed the new newsletter design. The Marketing Task Force (MTF) has discussed moving all of the emails from previous data bases to build the message to many more visitors and it will clean up the old data bases. The MTF is working in accordance with the Strategic Marketing Plan. The Strategic Plan was part of the CTO Grant and includes funds from all of the grants. The MTF received an initial mock-up of the new web site that is being built. The site is being built with responsive design. There will be another meeting to discuss the navigation. Karen is confident the new site will be up by May. Every member will have a landing page. The members will have the ability to log-in and provide the information on their page. Members will be asked if they need assistance building their pages. Information cannot be copied and pasted from member sites to the lodging page as google does not like duplicate content. The Board discussed setting up a pricing structure for assistance.

Laura put together a report of visitors that signed the guest register in 2013. That report confirms that the highest numbers of visitors are from Texas, Kansas, and Oklahoma.

The MTF received a Digital campaign proposal. It includes the Dallas area. The rack card design and the Colorado Activity Guide ad design are done. The Colorado Activity Guide is distributed in areas that we can't afford to advertise in and includes Manitou Springs Visitors Guide distribution in Denver. The Manitou Springs Visitors Guide is sent to all of the state welcome centers.

The Strategic Plan allows for 12 hours per month of Blakely + Company. Karen asked the Board to allow Blakely + Company to go over those hours, if necessary, to alleviate Leslie's concern of not using them for needs in order to not go over the allotted hours. Leslie recommended, with events, staff create a draft of a press release and send to Blakely for "tweaking". Marcy pointed out that Blakely works with many companies and is very busy with other accounts as well and they have to set realistic deadlines, and meet those, for themselves as well. Karen recommended the MTF, Blakely, and staff get together to better define roles and responsibilities.

D. Brand Discussion

The history of creating "iManitou" was reviewed. With the creation of "iManitou", the new logo was used. Karen reported that using multiple logos is confusing (Historic Manitou Springs, iManitou, and Life at its Peak). Through the Strategic Plan, the recommendation from the MTF and Blakely is to use only the Historic Manitou Springs logo. Tim added that the name of the organization is long and the iManitou logo has Business Visitor and Community under it to clarify all it covers.

Staff will order new stationary and only use the existing stationary until the new stationary is in. Karen made a motion that "Historic Manitou Springs" be the brand and logo moving forward and that we discontinue use of iManitou concept and "Life at its Peak". Gwenn seconded the motion and it was approved.

E. Marketing Manual

Ken put together a Marketing Manual, as an example, and would like to see manuals for each of the key areas that the organization works on. Each manual would be an operational manual for those key areas and would include all documents pertaining to that area. After additional discussion, the board directed staff to create manuals for Marketing, Special Events, Administration/Operations/Membership/Visitor Center, and Economic Development. The Marketing Manual will be put together first and then the Special Events manual will be complete.

F. Mineral Springs Update

Through the CTO and OEM grants, the Board allocated some funds for cups and to create a broader Mineral Springs experience. After meeting with the Mineral Springs Foundation, it was decided the first project should be to replace the existing signage at the springs. Project objectives have been created and were reviewed. A site assessment has been done for each spring, a request for proposal has been put together and a potential designer/illustrator has been contacted. The content will be put together and sent to the designer. The group has talked about having a stencil put down that will lead visitors from spring to spring.

The experience will also involve information on “Field Trip” and possibly geo-locator information. Gwenn explained that Field Trip is an app on smart phones that is being developed throughout the country that if you have it on as you travel points of interest and their history pop up. The group is working on the budget currently and would like to have the project done by June. The cups will be at the Visitor Center and requests will be tracked. Ken is also hoping to get guided tours of the springs offered again this year. Ken brought up the need for additional volunteers to take on other components of the projects. The Board discussed the need to charge for the tours in order to market the tours as well as pay the tour guides.

G. Report: Women & Small Business

Gwenn and Marcy attended the Women’s Business-owned Roundtable with Senator Udall at Colorado College. Approximately 20 women attended. Many were interested in government contracts. The Small Business Development Center was there and spoke on areas they can assist with. There are some grants still available and someone from Senator Udall’s office is willing to talk with businesses about grants available. Marcy reported there is a new law, passed in Washington that requires 5% of government contracts go to women owned businesses.

H. President’s Report

Marcy continues to attend meetings outside Manitou Springs. She attended a meeting regarding Colorado Springs annexation of “no man’s land”. Both the Mayor and Michelle Anthony were at that meeting as well. The projected cost is very high. Currently the City, County, and State are trying to work together on the infrastructure issues.

I. Executive Director Report

This week we took delivery of the 2014 Visitors Guide so we had to remove the remaining 2013 Visitors Guides from the storage area to make room for the new guides.

Neither of the interns that were previously discussed are going to work out for our needs. The communications major’s information was given to Camille Blakely and hopefully she can put in time there. We could not give Karissa the 37 hours per week just working on events and the school would not allow us to split those hours between two businesses.

We have a meeting scheduled for March 6 with the BID Board to come up with recommendations from both groups on free or charity days for parking for this year. The Parking enforcement returns to the summer schedule on March 10 (7 am – 8 pm). The Parking Authority Board (PAB) has changed their meeting schedule to the 3rd Wednesday of each month at 5 p.m. A discussion with the Chamber and BID Board is scheduled for the March 19 meeting.

Staff has also scheduled a meeting, for the Board, with Chief Ribeiro on Friday, March 14, at 8:30 a.m. in the Chamber office. This will be an opportunity to talk with him on Soda Springs Park, the Strategic Plan that the Police Department is working on, and possibly the marijuana stores. Tim would like to also discuss panhandling issues.

Leslie will be participating in a 9Health Fair webinar today. Both she and Patty attended training sessions last week.

The Gumbo cook-off is Saturday. There are 17 teams participating.

Marcy asked what input businesses are getting on the parking. Many board members reported getting negative response from their customers. Gwenn suggested emails be sent as the Parking Enforcement and Parking Authority Board (PAB) as they say they don't receive complaints. Marcy requested a good representation at both the combined Chamber/BID meeting to put together the recommendations and at the PAB meeting.

J. **Unscheduled Appearances**

Ken had a copy of the shuttle operations plan in case some of the Board had not yet seen it.

Kelly Snyder is putting together training for flood response. One training is for general response and requires a couple of hours training. The other is more specific and will allow people to work with first responders and requires 2 hours of training. Kelly is trying to get 20 people interested in one or both trainings. Dates are not yet set for the training.

Ken would like to have an Economic Vitality Summit. There is a group working on the economic assessment currently. Ken suggested the summit contain a couple of hours for small group discussions, a social hour, and possibly some awards following. Discussion of the summit will be placed on the March agenda.

Leslie will be out of town March 10 – 12 on vacation.

Having no further business before the board, the meeting adjourned at 10:31 a.m.