

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

**Board of Directors
Meeting Minutes**

June 26, 2014

Present: Justin Armour, Karen Cullen, Gwenn David, Amanda Galloway, Ken Jaray, Marcy Morrison, Julie Vance, Joy Vernon

Absent: Rachelle Cully, Tim Haas, David Symonds, Kevin "Sarge" Mac Donald

Guests: Patti Clavier

Staff: Leslie Lewis

A regular meeting of the Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development Board of Directors meeting was held Thursday, June 26, 2014 at Manitou Springs City Hall in City Council chambers. The meeting was called to order at 8:36 am by President Marcy Morrison.

A. Introduction of Guests

Patti Clavier is currently on a fellowship with Intel working with Ken Jaray as Executive Director of the Peak Living Project. She is attending the meeting to answer questions about the Blood Drive that Devon Klingman has organized and emailed the Board about with a donation request.

B. Action Item: Approval of May Meeting Minutes

Marcy Morrison corrected one typographical error. New member information packets were handed out as a follow-up to Joy Vernon's request for information to approach businesses with regarding membership. Justin Armour made a motion to approve the minutes as corrected. Gwenn David seconded the motion and it was approved.

Marcy stated the Economic Development and Resiliency meeting, held Wednesday, June 25, was a long day but had a lot of good information. Gwenn attended the full day meeting and Julie Vance, Tim Haas, and Farley McDonough all spoke regarding business concerns following the flooding situation in 2013. Leslie gave the background of the bringing the EDAT (Economic Development Assessment Team) to Manitou Springs as part of their El Paso County trip. Members of the team were from US Economic Development Administration, FEMA, DOLA, and HUD. They were from all over the country and came to listen to our experiences and share their experience from previous incidents. The team will spend two days in Colorado Springs gathering information on Colorado Springs and El Paso County and will put together a full report to encompass all three days. While there is not direct financial aid from the meeting, Gwenn stated that she took away that there are a lot of resources available for businesses if they apply for them. Because this area has been labeled as a disaster area, there are more resources available. Some of the funding takes time but businesses should dream big. Marcy picked up some of the same nuggets and included the need for a comprehensive plan for Manitou Springs. The City should ask for an appropriate amount of funding to create that Comprehensive Plan while the disaster designation is available. The vision that needs to be created should include how to improve the

economic base as well as things such as affordable housing. The follow-up is the next step and we will stay in touch with the team. Joy asked about putting together workshops for businesses on how to apply for grants. The Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development has assisted in putting together several meetings for the SBDC to provide information to businesses on grants and loans available and then staff from the SBDC has worked with individual businesses on the paperwork for those grants and loans. Many Manitou businesses have been successful in receiving those grants. One of the recommendations from the EDAT was that we should promote Heritage Tourism more. Leslie's thought was to get together with the Colorado Springs CVB, Woodland Park Chamber of Commerce, and Cripple Creek to discussing setting up a Heritage Tourism Corridor. Ken asked about the City meeting with the Chamber to follow up and work on creating the vision. Mike Schaub, the State liaison officer to Manitou Springs, was involved with Leslie in the planning and will be a good person to work in follow-up actions.

C. Donation Request

The Board had received an email from Devon Klingman for a donation of \$300 to assist with the Blood Drive. Staff received a request from the Manitou Springs Volunteer Fire Department for money to assist with the fireworks. In previous years, we have given the Fire Department \$250.

Ken asked if the funds were available. There are no funds set aside for Donations in the 2014 budget. The board discussed taking the blood drive donation from Special Events and the fireworks donation from economic development as those are the categories they fit. Patti reported the \$300 donation for the blood drive would be used to purchase prizes, a banner and food for the participants.

Joy Vernon made a motion to give Devon Klingman up to \$300, as a donation, in a combination of cash and Manitou Money (subject to receiving receipts from her to reimburse her costs) for the Blood Drive. Gwenn seconded the motion and it was approved. Ken made the motion to approve \$250 donation to Manitou Springs Volunteer Fire Department for fireworks. Karen seconded the motion and it was approved.

D. Action Item: Approval of New Member application

We have a new member application from Lost Paddle Rafting Company out of Canon City and renewal of the Days Inn membership by the new owners. Ken made a motion to approve the new member application. Justin seconded the motion and it was approved.

E. Action Item: Approval of May Financials

The ticket sales from the wine festival, which are not reflected in the May financials, were \$50,475 so the Special Events Revenue will meet budget for the year. Karen asked why businesses that have banner ads on the web site currently are not being charged. Staff thought we would have the new site, and new banner program, in place earlier in the year so the old ads had not been charged. Karen and Ken stated those advertisers need to be billed. Staff would like to be able to pull statistics of exposure from the ads to be able to include prior to sending those bills. There are no expenses in May that stand out as unusual. Ken asked if forecast numbers are reviewed monthly and changed. The numbers have not been reviewed but Leslie will meet with Tim to make any suggested changes to the forecast with the June financials.

The Audit should be complete soon and provided to us. Karen made a motion to approve the financials. Julie seconded the motion and it was approved.

F. Discussion of the Grant Application

The revised grant application was not sent out after receiving it back from Camille. It had to be turned in on Tuesday evening due to Leslie's commitments with the EDAT on Wednesday. Camille checked Denver radio, based on feedback from the Board, and that was \$9,000 per week. Camille then recommended staying with the proposed outdoor advertising. Camille recommended splitting the television between two stations. The cups were removed. Rebecca Tonn rewrote some of the narrative in addition to the changes Karen had recommended. The magnets were not removed from the application. The design includes the dates of events in 2016. The amount of the grant request changed to \$59,600. The CVB is also applying for grant and is focusing on Denver.

G. Marketing and Website

In May a digital campaign was started. Karen reported the Page views on the web site have doubled since May of 2013. The email newsletter went out late in June so data was not available. The Marketing Task Force saw the preview of the new site. Jack Elder shot new photography recently for the site. The Task Force met and went through some concerns and possible changes that Karen has submitted to Xcite Media. Karen pulled up the site and explained it is a work in progress. The board discussed the preview site. Karen emphasized that photos and text are easily changed after the site launches. All member businesses will have their own page and will include a link to their web sites. Xcite will provide cost estimates of the changes the Marketing Task Force asked about. After receiving the cost estimates, the Marketing Task Force will determine what changes need to be made. Ken pointed out the Mind and Body pages that are being added and let the Board know they are working on content to emphasize the Health and Wellbeing aspects of Manitou Springs. Karen and Gwenn are working on the content and photos with Laura (Blakely + Company). Justin suggested Phil Barnett be contacted to ask about using some of his photos for the site though he wasn't interested in doing a photo shoot for the site. Karen provided the Marketing Task Force with suggestions of other revenue generating options in addition to the home page on the site.

Karen brought up the email budget and the data base. The cost of blast email is not in the budget. Because of adding the emails from Living Social and KOAA, there is now a cost of the blast emails. The open rates are higher than national average so it is good exposure for Manitou Springs. Leslie will talk with Tim on the budget and determine where the cost can be placed. Gwenn asked about trying to sell ads on the newsletter as soon as possible to cover that cost.

H. Membership Packet and Membership Drive

Copies of the membership packet were handed out. Ken asked if the packets can be personalized when they are given to a business. Marcy suggested a personal note can be hand written and included. Karen suggested current statistics about traffic to the web site and social media be included. Marcy asked the board to email their suggestions or bring them to the next board meeting.

The Investment Schedule was handed out. Matt Carpenter asked that the board consider a smaller business price. Options were discussed and determined the base price for a storefront location is as low as the board wants to go.

I. Special Events

The Wine Festival was very successful. Ticket sales were higher than they have ever been. Expenses will be a little higher than previous years because of expenses we haven't previously had to pay.

Colorado City Creamery is sponsoring the Ice Cream Social again. Sinton Dairy is going to provide the ice cream mix to Colorado City Creamery. We have only received two pie entries so far. The application for the pie contest has been sent to previous applicants and is being promoted on Facebook. The date of the event is July 7.

J. Events Committee & Craft Lager Festival

Karen stated the board had been talking for a couple of months about the need to create a special events committee and made a motion that this committee be created. She expressed concern that several events have not been done such as the High Altitude Happy Hour for a couple of years and have been approached with taking over the Craft Lager Festival. The Craft Lager Festival was discussed. The board would like to pursue potentially taking over the event and look at possibly holding it in October. Gwenn seconded the motion to establish the events committee and Joy volunteered to chair that committee. The committee will meet and explore the idea of taking over the Craft Lager Festival. The motion carried. Staff will add a notice to the July newsletter on the committee being established to try and get members to also join the committee.

K. City Update

Jason Wells, the new City Administrator, started this week. He did attend part of the EDAT meeting on Wednesday. He will be invited to attend the July Board meeting.

L. Staff Position

Staff has received 5 applications for the part-time position but none are exactly what we are looking for. The position was advertised on the Work Force Center web site and in the Bulletin. Ken has been successful using word of mouth to fill positions. The position was discussed. The need for someone with event planning experience was discussed as well as the need for someone who can sell advertising, membership, and sponsorships.

M. Unscheduled Appearances

Julie requested the board discuss Brittany's salary and a raise at the July meeting.

The wayfinder signs in downtown have been discussed with the sign business in Manitou Springs. Staff is updating the BID map. It will be redesigned with only a half page of ads. Ken asked about sending consistent branding and messaging in the map.

Sympathy cards will be sent to Paul Welch (Subway) and George James on behalf of the board.

Ken talked about the Color Splash sheet that the group working on the Mineral Springs experience. There will be water colors available to go with the sheet. The group is also working on a rack card for the mineral springs tours.

Joy wanted to make sure everyone knows the organization logo has been added to the ManiFest information as a sponsor.

Karen asked about the events manual and when the mid year review of Leslie would be. The events manual will be brought to the July board meeting. Marcy stated the review would be in August.

Having no additional business, the meeting adjourned at 10:48 a.m.

