

## Visit Manitou Springs

### Board of Directors

#### Meeting Minutes

June 27, 2024

**Present:** April Hall, Kat Kilner, Farley McDonough, Lisa Quintana, Annie Schmitt, Denise Howell, Natalie Johnson

**Absent:** Ted Johnston, Anthony Mogck

**Staff:** Jenna Gallas, Leslie Lewis, Monica Rozelle

A regular meeting of the Visit Manitou Springs Board of Directors was held on Thursday, June 27, 2024, in the upstairs conference room at Venue 515. President Farley McDonough called the meeting to order at 8:38 a.m.

#### **A. CRANE Update**

Sunday, June 30<sup>th</sup> at 2pm will be the next "Cookies with Crane" which will coincide with the 441 Mural Unveiling.

The mural for the Chamber building has been chosen. Leslie Lewis will contact Mayor Graham and Denise Howell with the design to see if it needs to be presented to Council again in July. The painting dates are July 13-17. CRANE is looking for a paint location that would be visible to the public to generate excitement for the project.

Art on the Avenue sculptures are being installed with one already at Seven Minute Park. The Portable Deity is also being moved.

#### **B. City Update**

The city is getting bids for power washing to sidewalks.

People have not been participating in the Manitou Plan Question of the Week. The concern is that the questions are too vague and too open ended, so people don't have the time to sit down and write out paragraphs.

On July 16<sup>th</sup> at the Council Meeting the Jenkins will be presenting the land donation on the west side of town. People are encouraged to attend!

Annie Schmitt asked Denise to confirm who is to be taking care of the gardens between the Spa building and Soda Springs Park area and also to find out who is going to be in charge of the planters at the library once that's completed. The library construction will be completed by end of October with the hope that the library will reopen in January.

Farley would like Denise to reach out and get the sculpture area at Quality Inn cleaned up, as people are complaining about high weeds.

#### **C. Special Event Update**

Carnivale is pushing to receive the IRS non-profit status with the hope that for 2025 the events are completely out of the Chamber's hands. There is a weekly BINGO fundraiser at Armadillo Ranch on Tuesdays at 6pm and a dollar from every bingo card will go towards Carnivale.

The Summer Concert Series is going well.

Wine Fest breakdown – 2,737 tickets were sold with 90% check-in rate. Next year’s plan is to decrease ticket sales to make the attendees happier.

The Pie Baking and Ice Cream Social is Monday, July 1<sup>st</sup> in Soda Springs Park at 5:30pm followed by Little London Winds.

The Day of Friendship is July 27<sup>th</sup> and is coming along. Vintage baseball is confirmed for 11am and the Pickleball Tournament will also begin at 11 a.m., with hopes of wrapping up by 3 p.m. The Potluck will be from 1 p.m. – 3 p.m.

ManiPalooza tickets are on sale and the first 30 people get tickets for only \$10! Annie brought up concerns with the ManiPalooza logo and branding guidelines and wishes to have more of a discussion.

BrewFest is offering city employee discounts at \$10 off.

Coffin Race T-Shirt Design contest is live, but only 1 entry so far. The due date is July 26<sup>th</sup>, which means t-shirt sponsors need to be decided upon earlier than normal so merchandise can be sold earlier this year. Border Burger Bar and Pepsi want to combine to be the main sponsors at \$7,000 but Emerald Field gets first right of refusal for top sponsorship.

**D. Action Item: Approval of May Meeting Minutes**

Annie made a motion to approve last month meeting minutes as presented. Lisa Quintana seconded the motion, and it was approved.

**E. Action Item: Approval of May Financial Statements**

Leslie reported there was a lot of special events revenue is coming in from Wine Fest as well as dues from renewing members. The CD was moved at Independent Bank to a different CD and the interest has been better, so Leslie would like to look at rates in November to determine if leaving it at Independent will give the best return on the investment or if we pursue moving it to one of our financial members.

Marketing is focused on more of the digital ads. We were given the opportunity to have 30 second ad during the Hill Climb live stream. Ryan, Pikes Peak Attractions put together the footage and Calee added the graphics. Leslie will send a link to everyone.

Motion to approve May finances made by Annie with April seconding and the motion being approved.

**New Business:**

**F. Discussion: Wayfinding Signage on Manitou Avenue**

Business owners on the west end of Manitou Avenue have complained that due to lack of signage, and residential only parking, visitors don’t walk down to them and they are struggling. The Chamber made a temporary sign on a sandwich board which the City put in the roundabout. Leslie will take photos of the parking signs and have a discussion with Juan if needed. Concern is that in large letters it says Residential Parking but underneath is specifies certain hours in smaller print. Farley would like the Chamber and BID to create another sign, like those used by the BID, but we need to talk to the Planning Department first.

Farley asked everyone to read over the ADA compliance statement example that she brought in and would like a final version for the Chamber completed by the July Board Meeting. Staff will come back with suggestions as to where it be on the website.

## **Old Business:**

### **G. Update on Council Work Session**

The Council work session went well with good feedback. Julie Wolfe and Nancy Fortuin stopped in at the Chamber later that week to look at the bathroom that we need to remodel.

### **H. Update: Destination Blueprint**

The Destination Blueprint application was submitted prior to Leslie leaving for vacation. The CTO will announce awards in July.

### **I. Update: Kiosks**

The Kiosks have been installed and are being lightly used by visitors who are waiting in line or by families while parents are getting questions answered up front.

Leslie's Alaska Trip Update: It was GREAT!

### **J. Unscheduled Appearances**

Kat Kilner provide an update on the Pride Festival. There's an opening act the night of June 28<sup>th</sup> at Persephone Grae's. On Saturday, the parade will be at 10 a.m. with the Festival in Soda Springs Park immediately after and running until 6 p.m. There will be approximately 30 vendors, food trucks, and alcohol being sold in the pavilion area for the first time.

CBS Morning filmed the Cog Railway and interviewed Doug Edmonson and that will air sometime in July. Annie will update everyone when she has the date.

Businesses are saying their numbers are up from last year.

Having no additional business before the board, the meeting adjourned at 10:00 a.m.