

## Visit Manitou Springs

### Board of Directors Meeting Minutes

**Date: May 22, 2025**

**Present:** Farley McDonough, Chris Dwyer, April Hall, Rachel Milar, Annie Schmitt

**Absent:** Ted Johnston, Angela Wilks

**Guests:** John Crawford, Denise Howell, Natalie Johnson

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

A regular meeting of the Visit Manitou Springs Board of Directors was held on Thursday, **May 22, 2025, 515 Manitou Ave.** The meeting was called to order at **8:33am** by **President April Hall**.

**A. City Update:** Natalie Johnson mentioned that vendor fees are currently \$8 but they're looking at raising them, so that's worth discussing with City Council on June 10<sup>th</sup>. They're looking for feedback from residents regarding the events in town and if they would like the events to continue. The older water tank needs to be emptied, repaired, and painted, and sealed. Once that's completed, we will have both water tanks up and running. April Hall asked if we will still need to rely on the Colorado Springs pipeline after both tanks are running, and Denise Howell said yes, but less frequently. Manitou Avenue is being paved today (5/22/25) as an initial paving project with a second paving taking place in the fall. The new historic street signs will also be put up today, and the trash can that was taken out by a driver in front of Gigi's Animal Lover's Gift Shop as well as 3 of the trees, which will be planted on June 1<sup>st</sup>. John Crawford discussed the latest Dillion Parking Lot Update, saying that it's on schedule for opening by June 2<sup>nd</sup>. They're working with Pike Ride to figure out where the bike racks can be installed. As of right now there will be 91 regular parking spaces with 4 handicap spaces and it will cost \$5 for all day parking. The restrooms will not be finished until end of August, but port-a-potties will be delivered before the parking lot opens in June. Route #36 currently runs past the parking lot for pickup and in September the #33 route will be extended to include that area, with the eventual plan being to replace the #36 route fully with #33 and have 3 buses running during the peak season. The Hiawatha Gardens Parking Lot will be closed for 6 months beginning in either October or November. This may impact our use of the lot for the Coffin Races. John is meeting with the school district to discuss the option of using school buses from the Dillon to the Cog Railway during the summer months when school is not in session. Citizen's Academy has completed for the year. Annie Schmitt attended and does recommend people attend if able to better understand the City. The City will be writing a budget in June which will include \$500,000 worth of deductions, including cutting \$25,000 to Visit Manitou Springs. They're currently using up \$2.4 of the \$8.9 million they have in reserve.

**B. Events Update:** Jenna updated everyone on Wine Fest, which is June 7<sup>th</sup>. VIP tickets are completely sold out, but General Admission tickets are currently 1,000 short of selling out. Jesse McCoy and Amy Kerr are pushing sales by handing out posters in OCC and Colorado Springs as well as with social media posts. We received \$16,000 in sponsors this year. Coffin Race sponsorships are open already, as the low-ticket sales with Wine Fest will impact the money for Coffin Races, so we are trying to get larger sponsors signed up early. The Coffin Race design contest is open for submissions, so if you

know of anyone who wants to submit designs, please let them know. Jenna is working with Beth from Destination Blueprint on a presentation for the June 10<sup>th</sup> Council meeting. The Meet Manitou Pass will soon be ready to go live mid-June. The goal of this pass is to get residents to patron businesses in the off-season. April and Jenna conducted interviews with people for the Event Coordinator position and an offer will be sent out today to a person.

**C. CRANE Update:** Farley McDonough updated that the “Duck stop” is painted and 2 inspirational quotes will be added next week. CRANE sent out 4 calls for art last month and has received numerous replies for all but the phone booth storytelling that will be installed at The Loft Espresso. If anyone has Manitou Springs stories, please have them submit. The creek walk muralist has been chosen and the mural that’s going on the back of the Pool and Fitness Center will be chosen this week. They received 75 entries for the creek walk signs located in Fields Park, and those are local artists only. The URA will reinstall the signs that were vandalized and PARAB will be meeting to vote on if they will also put money towards replacing them. A sculpture in town will be repainted. Art on the Avenue artists have been chosen for 4 new pieces. ManniZoo is still being repaired, as it became a much larger project than initially projected due to lack of water drainage. Cookies with CRANE will take place on June 26<sup>th</sup> from 4-6pm at 354 Manitou Avenue and a new art piece will be revealed this day.

**D. URA Update:** Farley said the URA has received a presentation from the new owners of El Colorado Lodge, which Farley will send to everyone after closing takes place at the end of May. They plan on renovating buildings and adding private courtyards while respecting the integrity of the buildings. They went to the URA because they will need funds for signage and landscaping, and they also plan on having murals put at the back of some of the buildings. This might become the area for the 5<sup>th</sup> “Spirit of Manitou” sculpture. The La Fon property that’s owned by Paragon was denied building affordable housing due to not being able to build high enough for enough units. They’ve spent approximately \$150,000 on plans, but Council and Planning have denied them due to height restrictions. They can reapply in October, but it will cost them even more money, so they’re looking for help and support. Otherwise they might end up building non-affordable housing.

#### **Action Items:**

**E. Approval of April Meeting Minutes:** Approval of April meeting minutes with minor adjustments recommended by Chris Dwyer – Change “Rache” to “Rachel” and add more details about the Spreadsheet that Board Members will have access to. Approval with changes motioned by Chris and seconded by Annie Schmitt.

**F. Approval of April Financial Statement:** Leslie Lewis and Farley made the financial statement. We’re looking at a \$25,000 reduction in funds coming from the City. Leslie, Farley, Jenna, and April will meet to figure out where that \$25,000 can be taken from. With Wine Fest ticket sales down, the budget does need to be looked at. Approval of financials motioned by Annie and seconded by Chris.

**G. Approval of New and Renewing Members List:** Lando Excavating and Guardian Roofing and Restoration are two new members. Approval of new members motioned by Farley and seconded by Annie.

#### **New Business**

**H. Presentation by Moni Hernandez with Viva Digital Marketing:** Viva Digital Marketing provides digital tactics which would help with our events and off-season tourism. She was part of the team that created the iheartRadio App. Her focus is on the Hispanic market and she started the Fiestas Patrias event in Colorado Springs. **Please see that attached presentation for more information.**

## **Old Business**

**I. Personnel Handbook Changes:** Leslie went over the changes that have been made to the handbook. Clarification of what personal information is released, adding that part-time employees do accrue one hour of sick time for every 30 hours they work, allowing employees to carry over sick days year to year so that they can use more than 6 days a year if they have them, bereavement policy to change from 3 days off to 5 days off for immediate family members, jury duty to be added for 3 paid days, military leave will be added as well as 2 hours off for voting. The language regarding tardiness needs to be made more clear, as “excessive tardiness” is up for interpretation. Removal of City Council appointing a Board Member. Vacation eligibility changes – employees can begin accruing the day they begin and can use vacation days after a trial period, rather than needing to wait for an entire year. Motion to approval all changes made by Farley and seconded by Rachel Milar.

**J. Approval of changes for authorized signatures:** Signatures on bank cards with Pikes Peak National Bank and Independent need to be changed to reflect that April is President, Farley is Treasurer, and Jenna is Executive Director. Leslie will be kept on the cards, as she will be making tax payments and bill payments. The Vectra Bank account is closed. Motion to approve signature changes made by Farley and seconded by Chris. Leslie asks for approval to remove \$60,000 from PPNB and put it into a CD at OakStar Bank for 6 months due to their better interest rates. Motion to approve the transfer made by Farley and seconded by Chris.

**K. Day of Friendship Update:** Jenna discussed the possibility of adding Day of Friendship to the Ice Cream Social and Day of Friendship, but Visit Manitou Springs will not do the work of putting it on. That will be Shanti Toll. The thought is that since we’re already renting the park and pavilion and will have tables and chairs, the community can have an earlier event, so long as they have cleaned up by 3:30pm so that we can begin set up for the ice cream social and pie baking contest. She will run that idea by Shanti.

**L. Candidate forum:** We’ve been asked if we will be hosting another candidate forum in October, so we will begin looking into that possibility and talk to League of Women’s Voters to see if they are willing to run it again this year.

**M. Event Coordinator Position:** An offer will be sent out to someone today. This candidate is very energetic and was full of great questions and concerns. She started a now permanent Mardi Gras celebration at her college in Louisiana and has worked with her Chamber of Commerce for other events and marketing.

**N. Gateway Sign:** Leslie said that two designs have been submitted, but they’re too similar so she went back to the sign company for different options. The wayfinding signs were boring so they need to come up with different designs for those as well.

**O. Comp Time vs Overtime Pay:** Due to having a small office, it is becoming more difficult for employees to take comp days prior to the events, which is required by law. Because of these issues, we need to begin offering overtime as an option for employees.

Having no additional business before the board, **Chris Dwyer** made a motion to adjourn the meeting. The motion was seconded by **Rachel Milar** at **10:49am**.