

Visit Manitou Springs

Board of Directors Meeting Minutes

Date: January 22, 2026

Present: Chris Dwyer, April Hall, Ted Johnston, Rachel Milar, Annie Schmitt, Angela Wilks

Absent: Farley McDonough

Guests: Gloria Latimer

Staff: Hallie Gurber, Jesse McCoy, Monica Rozelle, Jenna Wells

A regular meeting of the Visit Manitou Springs Board of Directors was held on Thursday, **January 22, 2026, 515 Manitou Ave.** The meeting was called to order at **8:30am** by **President April Hall**.

A. Introduction of new City Council Liaison: Gloria Latimer is the BOD new City Council Liaison. She's lived in Manitou Springs since 1980 and has a public health background. She has also sat for 2 terms on the Planning Commission. She is also the URA Liaison.

Action Items:

B. Approval of December Meeting Minutes: Motion to approve December's meeting minutes with no corrections made by Annie Schmitt and seconded by Chris Dwyer. Motion carries.

C. Approval of December Financial Statement: Jenna Wells went over some changes to the 2026 budget. The marketing budget will remain the same as 2025 but the certain event budget lines will be dropped due to no longer hosting those events. Motion to approve the December financial statement made by Chris and seconded by Ted Johnston.

D. Approval of New and Renewing Members List: Jenna stated that the only new member application came from EV-5 Investors Magazine, which is based in California. April Hall and Ted have requested more information about the company. Ted motioned to hold off on accepting this membership until Jenna conducts more research into the company and Annie seconded the motion. Memberships will now run from September to September each year, so businesses will receive prorated invoices.

New Business

E. 2026 Board Meeting Calendar: Jenna asked for approval to switch the February meeting to Thursday, February 19th. Approval was given to change the date.

F. Events Update: Hallie Gurba gave the BOD the updates on all upcoming events. The Great Fruitcake Toss has 7 sponsors totaling \$2,050. The Mumbo Jumbo Gumbo Cook-off currently has 10 chefs, which means 10 more chefs are needed. The sponsorships for the Gumbo Cook-off total \$2,650. Wine Festival has 5 returning wineries signed up so far with 86 VIP tickets and 53 General Admission tickets sold.

G. Diamond Jubilee Update: Monica Rozelle has been planning the 75th anniversary for the MS Chamber of Commerce, which takes place on March 12, 2026, from 5:30pm – 8:00pm in the Spire Cathedral room at the Cliff House. The ticket price is \$40 per person, which covers the cost of the food and the room rental, up to 50 people. Monica is working on getting entertainment booked within the budget allotted and will meet with Kristin at the Cliff House on February 16, 2026, to go over more details for the event.

H. “Spirits with Spirits” Event Update: Monica is working on a new version of our spring Wine Walk to include people who don’t drink alcohol or don’t drink wine. This new event will take place on Thursday, April 16, 2026, from 5:00pm – 8:00pm at four different locations downtown. Ticket prices will be \$65 and include a mocktail or cocktail and light bites, plus a story or behind the scenes tour put on by Theatre D’ Art. Tickets are set to go on sale on January 30, 2026.

I. Marketing Update: Jesse McCoy recapped 2025’s theme of “elevate” and how we used that phrase for everything in marketing. The 2026 theme he is focusing on is “experiences.” He began a YouTube channel for Visit Manitou Springs and uploading all videos he and Amy worked on over the past year. A future plan is to have 30-minute videos that will have very in-depth information about members. He’s adding an educational side to Chat with the Chamber and also revamping Big Mike/Little Mike. The 2026 social media goal is to hit 100,000 followers.

J. By-Laws Update: Jenna brought forward the changes to the by-laws that need to be approved. Board members will no longer have term limits, but if they are no longer remaining on the board, they must give a notice 3 months in advance in order to give the BOD time to find a replacement. Motion to adjust by-laws was made by Annie and seconded by Angela Wilks. A board majority must approve a new term after 3 years for renewals. A motion to approve Ted for a new term was made by Annie and seconded by Rachel Milar.

K. 2026 Goals: Jenna moved the 2025 in-progress goals over to 2026. A deposit for the new wayfinding signs has been made but there’s no current timeline for when they will be installed. New design options for the highway 24 sign will be presented during the February 19, 2026 board meeting. An ADA compliant picnic table will be added to the patio, and the patio will be fixed to be fully ADA compliant. Jenna will send an email with detailed 2026 goals and April will condense them for the printed agendas. Upcoming council dates for Visit Manitou Springs presenting to council are: March 17, June 16, October 6, and November 10th.

L. Tourism Economics Presentation by Travis Napper: This company does website and media impact calculators and can track people who visited our website via their phones. It takes 4-6 months to have enough data, and then it’s continuous for information on economic impact. This costs \$1,000 a month and is data that we are unable to track in-house. Motion made by April to move forward with using Tourism Economics and seconded by Annie. Motion passes.

Having no additional business before the board, **Ted** made a motion to adjourn the meeting. The motion was seconded by **Chris** at **11:21am**.