

Visit Manitou Springs

Board of Directors Meeting Minutes

Date: March 26, 2026

Present: Chris Dwyer, April Hall, Ted Johnston, Farley McDonough, Annie Schmitt

Absent: Rachel Milar, Angela Wilks

Guests: Gloria Latimer, Neale Minch, Nate Nassif, Chief Otto, Meghan Weiss,

Staff: Jesse McCoy, Monica Rozelle, Jenna Wells

A regular meeting of the Visit Manitou Springs Board of Directors was held on Thursday, **March 26 ,2026, 515 Manitou Ave.** The meeting was called to order at **8:30am** by **President April Hall.**

A. MSPD Update by Chief Otto: There is a lead suspect on the robbery that took place at Lane Mitchell Jewelry. The department is in the hiring phase of another office since one of the officers rejoined the military, and another resigned. For the Emma Crawford Coffin Races this year, Chief Otto has requested the hiring of extra officers. Annie Schmitt recommended we research organizations that help train staff/volunteers for different emergency responses.

B. 2025 Sales Tax Presentation: Neale Minch from Peak Analytics reviewed the 2025 sales taxes. Due to the loss of marijuana tax, the overall sales tax revenue was down. However, the majority of the categories were either breaking even, or 1% lower.

C. City Update: Gloria Latimer stated that MACH Grants have been approved. The City Council has been putting together a Community Survey which will be sent out via text, once the questions have been finalized. On March 28, 2026, City Council will host an “open mic night” for people to attend and ask questions or raise concerns.

D. Marketing Update: Jesse McCoy reminded everyone that Rag Tag’s first filming day is on April 2nd from 4 – 8pm at various locations downtown. All are welcome to join for the evening and become part of the first commercial. Jesse will create a schedule for all future filming days with Rag Tag. The focus with Viva Digital will shift to getting conversions specifically to the website, and we will begin offering advertisement opportunities on the website as well. A complete overhaul will be happening on the website so that key words used with online search engines will match what we have so that it becomes one of the first options to come up while searching. This will also help with the AI summaries. Jesse is continuing research into using billboards along the highways, as well as advertising within airports.

E. Events Update: Jenna Wells gave the Events update this month, as Hallie Gurba is out of town. The Wine Festival sponsors are locked in with 10 sponsors totaling \$21,500. All glasses, tote bags, and stickers have been ordered for the event and all forms and permits have been submitted to the City of Manitou Springs. Currently there are 5 food vendors, 10 retail vendors, 2 non-profits, and 17 wineries who have signed up to be at Wine Fest. Hallie and Amy Kerr will be meeting with Peter Sommers for

feedback on the coffin building class from last year, and what we should do for this year to make it more attended.

F. CRANE/URA Update: Farley McDonough said that Audrey is still on medical leave, so no meetings have taken place in the past month. The Paragon Group submitted an application for CHAFA funding and will continue trying for low-income housing. Downtown Colorado In. takes place from April 1 – 4 in Grand Junction.

Action Items:

G. Approval of February Meeting Minutes: Motion to approve February's meeting minutes made by Chris Dwyer and seconded by Annie Schmitt.

H. Approval of February Financial Statement: Chat with the Chamber funding has been moved to the Membership Funds line in the budget. Motion to approve February Financial Statement made by Ted Johnson and seconded by Chris Dwyer.

I. Approval of New and Renewing Members List: Maddie and the Kitties, Colorado Custard Creamery, and Manitou Sweet Spot are new members. Motion to approve new members made by Annie Schmitt and seconded by Farley McDonough.

New Business

J. New Mission Statement Update: The mission and vision statement will remain the same.

Old Business

K. Credit Card: Jenna Wells asked to switch the Credit Card over to Signify through Chase Bank business card. She will do research on the credit limits with this card and if it can be tied to the EIN. Motion to allow her to apply after research is completed, made by Ted Johnson and seconded by Annie Schmitt.

L. Destination Development Mentor Grant Update: Jenna announced that the new logo for Do Manitou Springs Right has been completed. The mentor, Amy Cassity, also completed the one-on-one surveys and Jenna will send out the findings of said surveys to the BOD, which will then be presented on April 30, 2026, at the Annual Meeting/Diamond Jubilee. A CSU student named Lana who is working on her Capstone Project will represent VMS at the MAC during First Friday in April.

Having no additional business before the board, **Farley** made a motion to adjourn the meeting. The motion was seconded by **Annie** at **10:50am**.