

Visit Manitou Springs

Board of Directors Meeting Minutes

Date: June 25, 2026

Present: Lisa Camerlo, Chris Dwyer, April Hall, Ted Johnston, Farley McDonough, Rachel Milar, Annie Schmitt

Absent: Angela Wilks

Guests: None

Staff: Hallie Gurba, Amy Kerr, Monica Rozelle, Jenna Wells

A regular meeting of the Visit Manitou Springs Board of Directors was held on Thursday, **June 25, 2026, 515 Manitou Ave.** The meeting was called to order at **8:30am** by **President April Hall.**

A. Volunteer Hours: Jenna Wells gathered volunteer hours over the past month from the Board of Directors.

B. CRANE Update: Farley McDonough informed the Board that two new art pieces have been installed in downtown – one at Cheyenne Spring and the second at Shoshone Spring. Audrey Grey will be working from home for a few weeks beginning at the end of July.

Action Items:

C. Approval of May Meeting Minutes: Farley will remain on the Board as Treasurer until a new Treasurer is found. Motion to approve the May meeting minutes made by Chris Dwyer and seconded by Rachel Milar.

D. Approval of April and May Financial Statements: Special Events expenses are in line for being within our budget for 2026. We are over budget in the economic line due to the Tourism Economics payment. Service contracts and expenses are currently over budget and will only increase monthly. The health insurance quotes came back, and we were able to decrease the cost of employee health insurance by \$250/month. Motion to approve April and May financial statements made by Rachel and seconded by Annie Schmitt.

E. Approval of New and Renewing Members: Tealeaf Books & Music at 742A Manitou Ave applied to become a Chamber Member. Motion to approve Tealeaf Books & Music as a new member made by Chris and seconded by Farley.

F. Events Update: Hallie Gurba joined via Zoom to give her update on events. The Ice Cream Social and Pie Baking Contest takes place on July 6, 2026. Currently there is \$2,300 in sponsorships, 14 pie bakers, and all flyers have been passed out in town. A record number of survey responses from Wine Festival came in and Hallie will email those results to the Board. The Coffin Races watch party was attended by 22 people, which was a good turnout considering it hailed.

G. Social Media Update: Amy Kerr joined via Zoom to give the social media update. Numbers are up across the board with interactions on the platforms. Facebook reached 185,643 views and added 451 new followers. Instagram generated 32,545 organic views, and our audience has grown to 28,644 followers. Reels continue to be our strongest performing content. TikTok brought in 6,360 video views, reached 4,293 people, and maintained a strong 62.94% engagement rate.

H. Website Analytics: Jenna announced that an audit of our website will be taking place by Motility to make sure that we are using the marketing money in the correct areas.

New Business

I. Open Marketing Coordinator Position: Jenna stated that the biggest impact of Jesse McCoy leaving is to the Visitor Center for coverage during our busy season. There will be a focus and push to bring in new volunteers to help supplement helping the visitors. In the meantime, a contractor will need to be brought in to work on different projects. The Board will begin work on hiring a Marketing Coordinator in September, so the job listing will go out in August. Farley recommended bringing a part-time employee on for 16 hours a week. Lisa Camerlo will reach out to people she knows to see who already knows the area who would be interested in a part-time job. Jenna will create a part-time seasonal job description and send it out for Board approval.

J. Changes to Employee Handbook: Employees will only be paid out for time accrued in the future when they give notice, rather than their yearly allotted vacation days. For example: If someone worked for 9 months of the year and then gave their notice, they would only be paid out vacation days they accrued and did not use during those 9 months. If the employee took more vacation days than they had accrued, then the employee will owe the company money back. April recommended having a lawyer look over the changes to ensure everything is legal before proceeding.

Old Business

K. Board Treasurer Position: This Board position is still open. April Hall made the motion the Ted Johnston become the treasurer as of July 1, 2026 and this was seconded by Lisa. Farley will remain as the CRANE and URA liaison, but is to be removed from the bank list at Oakstar, Pikes Peak National, and ENT/Wings and replaced by Ted.

L. URA Update:

M. EarthCam Update: Jenna made the exciting announcement that the Manitou Springs EarthCam is now live.

N. Colorado Tourism Office: They have announced that the marketing grant is open. It was recommended that we apply for it as the next step for our Do Manitou Springs Right campaign to help launch videos. This grant is more competitive, but due to the other grants we've received, we should be approved.

O. Highway 24 Gateway Sign: CDOT and Ben Schmitt have been communicating so that it can go before City Council. The Sign Shop has the mockup and is waiting for the approval to begin work.

P. Event Safety Update: Jenna met with Dave Bacon and Chief Otto regarding creating a template and training platform for volunteers to be trained in event safety. The Chamber of Commerce will help

with the application and the MSPD will vet volunteers for approval. This would be for year-round events and the training would be continuous and updated as needed. For the Coffin Races, we will split the cost for the extra officers 50/50 with the City of Manitou Springs.

Q. Pikes Peak International Hill Climb: Lisa and Jenna attended the PPIHC Fan Fest in downtown Colorado Springs. They said it was incredibly well attended, and we will continue our partnership.

Having no additional business before the board, **April Hall** made a motion to adjourn the meeting. The motion was seconded by **Rachel Milar** at **10:07am**.