



**Greater Downtown Colorado Springs Business Improvement District
Board of Directors Meeting
January 17, 2017 at 8 am
111 S. Tejon Street, Suite 400**

Board Attendees: Ryan Blanchard, Dave Bunkers, Wylene Carol, Lauren Ciborowski (on phone), Gary Feffer, Bill Nelson, Craig Ralston, Luke Travins and Russ Ware

Staff: Susan Edmondson, Sarah Humbargar, Laurel Prud'homme, Heather Whitworth, Margo Baker

Welcome / Call to Order

Bill Nelson opened the meeting at 8:04 a.m.

Minutes

Wylene Carol moved to approve the November 15, 2016 and December 1, 2016 minutes, seconded by Craig Ralston and approved unanimously.

Financials

Heather Whitworth noted that the financials ending December 31, 2016 show that BID budget shows nearly a \$44,000 overage. The purchase of salt was carried over from 2016 to 2017 as a prepaid expense. Snow removal the last part of December caused monthly expenses to increase.

Heather explained the BID reserves policy that annually sets the six month operating reserves based on a three year rolling average. Wylene moved to set the operating reserves for 2017 at \$281,996, seconded by Luke Travins and approved unanimously.

Just before the February BID committee meetings, there will be a short Board meeting to review and accept the audit.

Governance

Bill asked Board to complete and return conflict of interest forms to Margo. These are filed annually with the secretary of state's office.

Public space management

Susan Edmondson said Sandy Friedman has resigned due to some serious medical issues that occurred over the holidays. The position has been posted and Susan asked Board for recommendations since the position has an unusual needs and skill set. She also asked for input on Downtown safety and cleanliness issues as additional "eyes on the street."

The 2017 snow policy has been updated to have property owners provide snow removal for five inches or less of snow; BID provides snow removal on private property when there is snow five inches or greater and public pedestrian ramps continue to be shoveled during snows. There was a robust discussion about the current provider's service and their expanded Downtown role over the years.

Susan informed Board of wind damage to buildings, the ice rink, banners, banner brackets, and one piece of art.

Marketing

Laurel Prud'homme updated Board on the results of the annual holiday survey. There were 19 respondents and information collected about holiday sales, foot traffic, and the coupon book was quite varied. Although it has been a tough winter for the ice rink with the chiller not working properly and wind damage, attendance was about the same as last year despite these setbacks. Much positive feedback was received about the holiday décor.

Priorities for 2017 include monthly event cards, map distribution and printing, a developer toolkit for economic development, marketing for new business retention and attraction, more online and social media presence with geo targeting, and an overhaul of the website. Laurel updated Board on the progress of the new website and showed printouts of several of the nearly complete pages. She anticipates rollout of the new website in late February or early March.

Old Business

There is no new information about the nighttime economy. The newly created task force will have a meeting soon.

New business

Sarah Humbargar presented a large urban area planning map of Downtown to visually show the master planned areas, including greenways, upcoming approved plan areas and streets designated for 2C paving. There are concerns about citizens' behavior who oppose these plans.

Upcoming Events:

- Jan. 24, 6 pm, City Center Series with Gil Penalosa at Colorado College's Cornerstone Theater
- Jan. 26, 8 am or 2 pm, Merchant Meeting at Red Gravy
- Feb. 15, 8-9 am, Downtown Lowdown at Lon Chaney Theater
- Feb. 22, 5:30 pm, Public Forum at to be determined

Adjourn

Meeting adjourned at 9:20 a.m.