



**Greater Downtown Colorado Springs Business Improvement District
Board of Directors Meeting
8 am November 21, 2017
111 S. Tejon Street, Suite 703**

Board Attendees: Wylene Carol, Randy Case, Colin Christie, Lauren Ciborowski, Jessica Modeer, Bill Nelson, Simon Penner, Craig Ralston and Luke Travins

Staff: Tim Archer, Susan Edmondson, Laurel Prud'homme and Margo Baker

Guests: None

Welcome / Call to Order

Bill Nelson called the meeting to order at 8 a.m. and welcomed everyone to the new office space.

Minutes

Jessica Modeer moved to accept the September 19, 2017, minutes, seconded by Wylene Carol and approved unanimously.

Financials

Susan Edmondson read Dave Bunker's summary about the financials. There is very little tax receivable due before year end, and this is the time of year where spending increases for holiday décor and other items. Susan added that payment was made for the lights on Kiowa and Bijou. Board discussed the event impact fee and several events that are refusing to pay. Because of this, \$15,000 from LART has been allocated for next year; this will be applied directly for additional powerwashing to mitigate the impact events have on Downtown. The event impact fee will thus be suspended for 2018.

Susan reminded the board that a meeting is needed to approve the final 2018 BID budget following receipt of projections from the county in late November. Board agreed to meet at 8 am Dec. 7.

Public space management

Tim Archer reported that the holiday banners are up and the winter tree lights operate from 5 pm – 5 am. The lights on Bijou and Kiowa are the new bright LED style. Homeless shelters already are at maximum capacity, and the city is considering opening the Salvation Army space on Weber as a warming shelter on an emergency basis when temperatures drop below a set level. The Festival of Lights parade is December 2.

Marketing and communications

Laurel Prud'homme reported on holiday marketing. A 12-page Gazette insert appeared this past Sunday. There will be live reindeer from noon to 3 pm on Dec. 16 in the alley between the pop up shop and Brown's Shoes; wassail will be available that day as well as other days. Coupon books are being distributed this week and will be available during Shop Small Business Saturday from 11am-

2pm November 25 at Acacia Park. A holiday direct mailing went out in late October / early November to citizens in the northern end of town. Social media, radio and print ads are being utilized to promote events.

Safety

Susan reported that Mercurial Security Solutions will be providing security services on Fridays, Saturdays, and Sundays beginning Black Friday and continuing through the day before Christmas Eve.

She attended a summit in Denver for place management organizations of western cities. Colorado Springs was likely the smallest city represented. Many cities faced many of the same issues; a variety of approaches were discussed. Susan stated that while the summit was good, she did not come away with any great new tip for better approaches to safety management. The primary difference between CS and other cities, she said, is simply resources, as other cities expend more money on police officer staffing and other safety approaches.

Susan announced a series of DDA impact tours for Downtown board members, VIPs, elected officials, and key city staff from noon to 1:30 pm the second Fridays of December, January and February. More information forthcoming.

The bike share purchase agreement with BCycle will be signed in the next day or so. A variety of sponsorships are still available, and Susan continues to raise funding.

There will be no BID committee meetings in December.

Adjourn

Meeting adjourned at 8:42 a.m.