



Downtown Development Authority of Colorado Springs
Board of Directors Meeting
July 10, 2018 at 8 am
111 S. Tejon St., Plaza of the Rockies North Tower, Suite 703

Board members present: Aaron Briggs, Carrie Bartow, Jordan Empey, Jeff Finn, Jill Gaebler, Dot Lischick, Dave Lux, Jessica Modeer, Darsey Nicklasson, Ingrid Richter and Tony Rosendo

Staff: Alex Armani-Munn, Margo Baker, Susan Edmondson, Sarah Humbargar, Laurel Prud'homme and Ana Valdez

Guests: Peter Wysocki

Welcome and appreciation

Ingrid Richter called the meeting to order at 8:01 a.m.

Minutes

Board reviewed minutes dated June 12, 2018. Following a motion by Aaron Briggs, seconded by Jill Gaebler, minutes were approved unanimously.

Financials

Board reviewed financials dated June 30, 2018. Following a correction to include the \$3,000 Waldo Waldo grant paid to the programming awarded detail sheet (final page in packet) as a paid discretionary grant, and to remove "2015" and "2016" under programming payable per balance sheet, Dave Lux moved to accept the financials with amendments, seconded by Darsey Nicklasson and approved unanimously.

Governance

At the June board meeting, Jordan Empey and Darsey had both expressed interested in serving on the Downtown Review Board as DDA's representative. After discussion they determined to recommend Darsey for the seat. Tony Rosendo moved to recommend Darsey be appointed to serve on the DRB and forward to City Council for final approval, seconded by Carrie Bartow and approved unanimously.

Grant and TIF applications

There are no grant updates.

In August, a full application is tentatively anticipated from Kinship Landing. There may also be a presentation from UCCS concerning their expanded Downtown presence, which is slated for opening in September.

Marketing update

Laurel Prud'homme reviewed 2018 marketing initiatives completed during Q1 and Q2 and those anticipated for Q3 and Q4. DDA and BID share marketing costs to enhance Downtown initiatives, with the BID supporting the labor and DDA covering hard costs of advertising, printing, etc. Board commented positively on the volume and reach of marketing efforts given the limited budget. Ingrid suggested creating a Downtown app that could be used as a portal to easier navigation on key features of the website. More discussion will occur about this.

Retail survey and learnings

Sarah Humbargar recently attended an executive education conference hosted by the Graduate School of Design at Harvard University. She garnered information about urban retail from the main speaker, Robert Gibbs, who specializes in urbanist style developments. She recommends focusing on achieving some key fundamentals such as the ratio of national / local / regional retail, sales per square foot, strategic placement of chain stores, use of public space and boosting the walkability score. Next steps include online consulting with the organizers, data collection, developing a shopability study, tactics for pulling together emerging districts, and growing the employment base.

Project updates

Bike share: Staff was fully ensconced in June with the Art on the Streets 20th anniversary celebration big projects for June included the Art on the Streets 20th Anniversary celebrations and the launch of PikeRide. Susan Edmondson said that sponsorships for PikeRide operations are going well and provided an overview of the annual operating budget. In particular, significant additional funding is still needed to support the capital and pre-launch costs.

Peter Wysocki left the meeting at 9:46 a.m.

Q3, Q4 2018 and 2019 priorities

Susan distributed a DDA and Downtown initiatives midyear review information sheet showing near-term and longer term projects to be completed or under way; this form was used at the recent all-board Downtown gathering. Of note are three key focus areas concerning economic development, public spaces, and mobility.

Jeff Finn left the meeting at 9:55 a.m.

Board discussed the possibility of developing a dashboard for ongoing projects with key performance indicators to track metrics and how a dashboard would integrate with some of the other trackers that already provide useful information. Susan stated a memo form of update can and will be provided in future board packets; due to the vast number and diversity of projects, however, a standard dashboard may be more challenging to produce in a manner that provides meaningful information.

Adjourn

Meeting adjourned at 10:07 a.m.