



**Minutes of the Greater Downtown Colorado Springs  
Business Improvement District Board Meeting  
Tuesday, January 17, 2023, 8 a.m.  
111 S. Tejon St. Ste 703**

**Board members present:** Simon Penner, John Wolfe, Uyen Le-Morrison, Peri Bolts, Chris Senger, Ann Sebastian, Bill Reed, Eric Brenner, Mark Earle

**Board members absent:** Julie Brooks, Carrie Hibbard

**Staff members present:** Susan Edmondson, Chelsea Gondeck, Carrie Simison, Tim Archer, Kelsee Swenn, Ana Valdez, Jessica Vasquez

**Call to order and welcome**

Simon called the meeting to order at 8:05 a.m. and welcomed new Downtown Partnership staff member Kelsee Swenn.

**Minutes**

The board reviewed meeting minutes of November 15 and December 6, 2022. On a motion by Mark, seconded by Peri, the minutes were approved without change.

**Governance**

Chelsea reminded the board to return conflict of interest disclosure forms as soon as possible to be filed with the state.

**Financials**

The board reviewed financials dated December 31, 2022. Chelsea noted the following items: Tax revenue received was roughly \$9,000 over the budgeted amount, banner revenue ended the year at \$12,000, and some public space management items that exceeded the budgeted amount were beyond the BID crew's control. Overall, the BID had a \$38,000 net increase in income over the budgeted amount.

Simon moved to approve the financials dated December 31, 2022. Ann seconded and the motion passed unanimously.

*Bill arrived at 8:16 a.m.*

*Chris arrived at 8:19 a.m.*

Chelsea sought a motion to set the 2023 operating reserve at \$380,224. On a motion by Mark, seconded by Peri, the motion passed unanimously.

Chelsea then requested a motion to allow her to become a signatory on the BID's U.S. Bank checking account. Simon moved, and with a second by Ann, the motion passed unanimously.

**Marketing and communications**

Carrie shared a marketing update that included the following highlights:

- Broadcast campaign that aired October through Christmas- 50% of the audience reached were reached with a 3+ frequency. It was noted that the broadcast campaign was funded by a grant and will not likely be purchased on an annual basis. Carrie is awaiting final reporting of the campaign.
- Coupon book increased by 12 pages.

- Shop Local Win Local saw 415 individual entrants, which equates to at least \$75,000 in retail revenue.
- Skate in the Park has seen 17,000 visitors to date. 2021-2022 season ended at 22,000, but also included February extension with bumper cars.
- Two pop-up shops came to fruition, and Moondog Music Shop will remain for an undetermined amount of time.
- Festival of Lights and Holiday Strolls garnered additional publicity, as well as Poor Richard's parking elf promotion.
- 5280 is no longer offering the advertorial piece as previously arranged; Carrie is awaiting other options to continue to produce the piece that is placed in hotels, resident welcome kits, etc.
- Social pages are undergoing a refresh with Kelsee aboard. The approach will be more strategic and include original content and short-form videos.
- Marketing urban living to support the new residential developments will be a key focus in 2023.

### **Public Space Management**

Tim noted the following items in public space management:

- New Downtown maps have been placed in parking garages.
- 250 banners have been replaced.
- Hospice trees have been replaced with Artspot.
- Graffiti issues are on the rise, Tim is documenting issues to be able to charge the individuals should they be apprehended.
- All lights in Acacia Park have been fixed.
- CSPD staffing updates.

### **New Business**

Chelsea directed the board to a memo in the board packet that outlined 2023 goals and scope of work.

**Mobility services:** Staff will continue to work with the city on seamless scooter operations, as well as establishing long-term infrastructure requirements. ZEB has launched and is operating continuously, but more informative and user-friendly signage at the stops is needed, and staff will continue to work with MMT to implement.

**Streetscapes:** 2022 yet again saw no streetscape improvements as prioritized with Parking Enterprise. This is becoming a growing safety, connectivity, and aesthetics issue especially with the considerable number of residential units coming online in 2023. Staff will continue to work with the city to recognize the importance of these upgrades and accelerate construction, as well as recognizing that the funds allocated to the years without improvements should still be available for use.

Staff did, however, receive a field assessment of all 106 city blocks within the DDA boundary from the Director of Public Works. This assessment included features such as sidewalks, curb and gutter, driveways, pedestrian ramps, planters, patterned concrete, pedestrian railing, and tree grates that are the responsibility of the Operations and Maintenance Division, totaling nearly \$10.3M. In 2023, staff intends on reviewing this assessment, prioritizing important corridors, and working with Public Works on establishing a systematic and thoughtful plan for implementing the repairs and reconstruction.

**Car Jail:** The County's parking garage, located on Tejon between Vermijo and Costilla streets, is often referred to as 'Car Jail' due to the unsightly façade constructed of vertical metal bars. Situated between the Vermijo streetscapes to the North and lively new development to the South, the garage is in dire

need of artistic enhancements to pleasantly stitch those two areas together. Downtown Ventures will take point on this project with potential funding from DDA.

**Acacia Park Restroom:** The current restroom in Acacia Park is closed from October through the end of February and is in severe disrepair. Staff continues to advocate for an updated and accessible urban restroom and with the opening of the new park, this issue becomes even more pressing.

**Alleys:** Along with the streetscapes assessment, staff also received a similar assessment of four of the five phase one alleys prioritized for activation. The assessment included replacing the walking and driving surfaces to improve safety and accessibility, and Partnership would be responsible for enhancements such as additional lighting, artwork, etc. The necessary improvements for all four alleys totaled over \$10.3 million and staff intends to review the assessments and work with the city to create an implementation plan.

**Baseline Service Agreement:** The current Baseline Service Agreement between the BID and various city departments has not been updated since 2016 and underwent extensive internal review in 2021 to better delineate responsibilities of ownership and maintenance of certain public realm matters to include landscaping, brick pavers, street trees and lights, trash can, snow removal, and more. In 2023, staff intends to revise the agreement and clarify responsibility.

**Acacia Park Garland:** While holiday garland throughout the BID is red, the garland that surrounds Acacia Park is silver and shows sign of wear. Staff would like to pursue proposals for both replacing the silver garland with new and fresh red, lit garland.

**Flowerpots:** As previously discussed, the current flowerpots Downtown were not manufactured for an urban environment and have been steadily deteriorating. The BID has been obtaining quotes for quality pots intended for durability and extreme weather conditions and constructed of poly-resin and seeks approval to order new pots in 2023 and replace in phases, likely in line with the Tejon Street Reconfiguration. Supply issues are leading to increased costs, and staff would like to proceed with a purchase sooner rather than later.

Simon moved to authorize staff to order up to 50 new flowerpots not to exceed \$50,000 in cost. Mark seconded, and the motion passed unanimously.

### **Final Remarks**

Chelsea asked the board if they would find economic indicators such as sales tax data helpful information to be shared at board meetings, which they agreed would be beneficial.

The meeting was adjourned at 9:07 a.m.