



**Minutes of the Greater Downtown Colorado Springs
Business Improvement District Board Meeting
Tuesday, March 21, 2023, 8 a.m.
111 S. Tejon St. Ste 703**

Board members present: Carrie Hibbard, Chris Senger, Eric Brenner, Peri Bolts, Bill Reed, Mark Earle (remote), John Wolfe (remote)

Board members absent: Uyen Le, Simon Penner, Julie Brooks, Ann Sebastian

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

Call to order and welcome

Chris called the meeting to order at 8:07 a.m.

Minutes

The board reviewed meeting minutes of January 17, 2023. On a motion by Peri, seconded by Carrie, the minutes were approved without change.

Financials

The board reviewed financials dated February 28, 2023. Chelsea noted the following items: Tax revenue received thus far is consistent with 2022, interest income is higher than budgeted amount as the BID budgets conservatively at 3% (current interest rate is around 4.7%), and after receiving the figures from El Paso County treasurer, it appears that the tax revenue to be received in 2023 could increase by \$15,000 than budgeted but that final figures are calculated at the end of the year.

Eric moved to approve the financials dated February 28, 2023. Peri seconded and the motion passed unanimously.

Chelsea congratulated Ana for once again working through a very clean audit with only two journal entries. Future audits will be presented to the entire board by the auditors as scheduling allows.

Public Space Management

Chelsea passed around copies of the 2022 Annual Report and noted that this report is helpful in understanding how the four Downtown organizations work together to accomplish similar goals.

Bill arrived at 8:14 a.m.

Tim noted the following items in public space management: A rash of graffiti instances in January and February have kept Tim and the city graffiti team busy with documenting and attempting to apprehend the individuals that are tagging light poles, trash cans, electrical boxes, doors, etc. Flowerpots have arrived and are being stored at Robertson's until space is cleared in the BID's yard and will be installed in phases determined by the Tejon Street Reconfiguration project and budgeting. The HOP team is fully staffed and Mercurial Security hours have shifted to later in the day, with patrol working from roughly 10 a.m. to 7 p.m. and later on Friday and Saturday nights. Tim also noted that there was significant improvement in the cleanup of the St. Patrick's Day Parade this year.

Marketing and communications

Carrie provided the final figures from the 2022-2023 Skate in the Park season which saw 25,000 skaters and only had to close twice for inclement weather. She shared the following highlights for the upcoming summer tourism season: Mom's Day Out booth will be staffed on Tejon on May 13 and will include flower and tote bag giveaways, live music, and a 'Queen for a Day' photo op with backdrop to encourage social media interaction by patrons. A new free pass, Taco Trail, will launch for the month of May and include ten different restaurants featuring tacos and users will check in at each location to earn points toward a Downtown tote bag or an entry into a gift card raffle. The tourism map will go to press this week and includes more ads than in the past as well as many new listings as new businesses are continued to be announced and open. A direct mail piece targeting Denver, Castle Rock, and Pueblo will go to press at the end of April and additional copies will be printed for area hotels. The Space Symposium returns April 17-20 and attendees will have access to a special page on DowntownCS.com to make it easy to navigate the hidden gems and special offers provided by restaurants and retailers. Space Symposium also purchased 75 banners along Tejon St. to welcome attendees. Lastly, Carrie shared that Kelsee's social media strategy has resulted in increased followers and engagement across all channels.

Sales Tax Data

Chelsea directed the board to the memo with sales tax data for 2022 in comparison to 2021 and noted that bars and restaurants saw their busiest month in July, retail saw an increase of 10% over 2021, and services saw an overall increase of 26% over 2021. Carrie, Peri, and Eric agreed that there is much fluctuation from month over month and year over year, and monthly sales tax data in comparison to prior year is helpful to see.

Final Remarks

Chelsea reminded the board of upcoming events:

- March 23: State of Downtown Report, 4 pm at The Pinery
- April 7: Artspace groundbreaking at 10 am at 315 E Costilla
- May 5: Take Back the Power Concert at mural site
- June 1: Art on the Streets donor reception, 5 pm at SpringHill Suites
- June 7: Member Mixer, 5-7 pm at Eastern Colorado Bank

Bill congratulated Chelsea on her Rising Stars acknowledgement and said that the event was inspiring and honored a diverse group of young professionals.

The meeting was adjourned at 8:51 a.m.