



**Minutes of the Greater Downtown Colorado Springs
Business Improvement District Board Meeting
Tuesday, May 16, 2023, 8 a.m.
111 S. Tejon St. Ste 703**

Board members present: Simon Penner, Mark Earle, John Wolfe, Uyen Le, Eric Brenner, Julie Brooks, Bill Reed, Chris Senger, Ann Sebastian, Peri Bolts (remote)

Board members absent: Carrie Hibbard

Staff members present: Susan Edmondson, Chelsea Gondeck, Carrie Simison, Ana Valdez, Austin Wilson-Bradley, Kelsee Swenn, Jessica Vasquez

Call to order and welcome

Simon called the meeting to order at 8:05 a.m.

Minutes

The board reviewed meeting minutes of March 21, 2023. On a motion by Mark, seconded by Simon, the minutes were approved without change.

Financials

The board reviewed financials dated April 30, 2023. Chelsea noted that it was a standard month with nothing out of the ordinary. Banner income is increasing with about 150 banners installed currently, and interest income has nearly doubled.

Public Space Management

Spring updates: In Tim's absence, Chelsea shared that power washing has been completed, though the BID is actively seeking a new vendor due to performance and communication issues. Flowers are being planted and will be completed by the end of the week, additional mulch has been installed, and irrigation is online and tested for functionality. While instances of graffiti have decreased, she noted a large fire near Ola Juice Bar recently.

Bill and Ann arrived at 8:10 a.m.

Ann noted instances of broken windows in the properties she manages. Lastly, the board discussed transient population, which coupled with the severe lack of a public restroom Downtown, has led to an increase in human waste.

Marketing and communications

Mom's Day Out: On Saturday, May 13, staff hosted a table on Tejon complete with tote bags filled with giveaways from Beauty Bar, Lumen8, Colorado Springs Dermatology, and Downtown stickers, and created a photo backdrop with a crown, sashes, bouquet, and scepter. Joe Johnson provided live music, and while the day was overcast, Downtown was buzzing with families out shopping and dining, and it was a fun, engaging event overall. Many attendees said they saw it in the e-newsletter or on social media.

Social media/digital update: Kelsee shared that social media reach has increased 91 percent, and engagement has increased 11 percent over prior year. A Downtown TripAdvisor page has been created and Kelsee asked board members to leave a review. Taco Trail is performing strongly, and Patio Passport will launch June 1 with 19 participating restaurants.

Tourism mailer: Carrie passed around copies of the tourism mailer created in-house to replace the 5280 insert that previously served as a summer tourism piece. The mailer was sent to neighboring large cities including Denver, Fort Collins, and Pueblo, with 4,000 overrun that has been delivered to area hotels.

Governance

Chelsea directed the board to the memo in the packet regarding an open seat on the board, which was publicized on the Downtown website and through Downtown e-newsletters, and required by bylaws to be filled by someone representing at least 50,000 square feet of real estate. One application was received from Michael Brantner of Pikes Peak Library District. Chelsea and Simon met with Michael and agreed that his extensive security background and passion for Downtown make him a desirable board candidate and recommend that Mr. Brantner's name be put forth to City Council to fill the open position.

On a motion by Chris, seconded by Julie, the board voted to submit Michael Brantner's name to City Council for appointment to the Greater Downtown Colorado Springs Business Improvement District board of directors.

Ending their first three-year terms are Uyen Le-Morrison, Mark Earle, and Eric Brenner, all of whom have agreed to a second and final three-year term.

On a motion by Chris, seconded by Simon, the board voted to appoint Uyen Le-Morrison, Mark Earle, and Eric Brenner to a second and final three-year term on the Greater Downtown Colorado Springs Business Improvement District board of directors.

Busy Corner Design

Chelsea shared renderings received from Kimley-Horn for the redesign of Historic Busy Corner, which the DDA board has agreed to financially support as part of the Tejon Configuration Project (for which the city was awarded a \$1.6M CDOT grant). She asked the board for high-level input on items such as rebuilding or removal of certain planter beds, pavement textures/patterns, crosswalk enhancements, safety features, etc.

The board favored a design that removes the corner planter beds (removeable bollards and planters will replace), retaining asphalt in the street, a lower planter wall on the remaining beds, and a distinct difference between these beds and others throughout the core. The board was also supportive of expanding the crosswalk zone further into the intersection, and better utilizing the space between the bike lane and the bump out area. They preferred to not have the bike lane signage extend into the pedestrian plaza. Chris suggested an elevation marker along with the educational signage that will honor the historic significance of Busy Corner.

Chelsea shared the tentative timeline for the event: The goal is to achieve 60 percent design completion within the next two months, go out to bid in Q4, and have construction begin early 2024.

Chelsea will relay DDA and BID board feedback to Kimley-Horn and bring refined renderings before the board.

Sales Tax Data

Chelsea directed the board to the memo with sales tax data for January and February 2023 in comparison to prior year and noted total gross sales increase of 18 percent, with retail showing the strongest increase.

Final Remarks

Chelsea reminded the board of upcoming events:

- June 1: Art on the Streets donor reception, 5 pm at SpringHill Suites
- June 7: Member Mixer, 5-7 pm at Eastern Colorado Bank
- June 20: BID committee meetings
- July 18: BID board meeting

Bill shared that he recently attended a student panel at Colorado College, and students had an overall positive perception of Downtown, enjoyed the various transportation options available to them, and frequent coffee shops and retail establishments like Eclectic Co.

The meeting was adjourned at 9:00 a.m.