



**Minutes of the Greater Downtown Colorado Springs  
Business Improvement District Board Meeting  
Tuesday, July 18, 2023, 8 a.m.  
111 S. Tejon St. Ste 703**

**Board members present:** Simon Penner, Julie Brooks, Mark Earle, Michael Brantner, Bill Reed, Chris Senger, Ann Sebastian, Eric Brenner, Uyen Le

**Board members absent:** Carrie Hibbard, John Wolfe

**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 8:02 a.m. and welcomed new board member Michael Brantner.

*Ann and Chris arrived 8:03 a.m.*

Simon thanked Ann for her board service as she has fulfilled her term and will be relocating. She will continue to serve on the Public Space Management committee until her relocation.

*Uyen and Eric arrived 8:07 a.m.*

**Minutes**

The board reviewed meeting minutes of May 16, 2023. On a motion by Chris, seconded by Peri, the minutes were approved without change.

**Financials**

The board reviewed financials dated June 30, 2023. Chelsea shared June was an ordinary month and noted that banner income and tax revenue received so far is over the budgeted amount, and that most expenses align with the budgeted amount.

**2024 Budget**

The board reviewed the 2024 draft budget and Chelsea highlighted the following key changes in revenue and expenditure. The board will be asked to approve the preliminary budget at the September 19 meeting, and Chelsea stressed that a quorum is essential.

- A slight increase in tax levy income due to assessments.
- Anticipated \$175,000 from the city for supplemental private security.
- The BID applied for \$18,000 for sidewalk power washing from LART; historically only \$15,000 has been received.
- Increased banner income due to a return of many events and new events.
- 8% increase in the contract for services with Downtown Partnership.
- Possibility of increasing Robertson's contract to 7 days per week (currently 6).
- Included the capital expense of installing half the new flowerpots at a total of \$26,425.
- Increase the power washing line to cover four washes at an increased cost per wash.

Lastly, Chelsea noted that a standard \$80,000 contingency is included, which the BID rarely, if ever uses, but is necessary to provide flexibility for any unanticipated major expenses without additional approval from City Council.

## **Public Space Management**

### Summer updates

Tim shared that garbage collection issues and an increase in the population of unhoused individuals have been the biggest challenges thus far this summer. The city recently replaced existing trash cans to 'smart cans' with the intention of using data collection to save on cost and labor by not emptying only partially full garbage cans. However, the technology used has its own challenges, and often trash cans become full to the point of overflowing. Tim and Chelsea will continue to monitor the situation and stay in contact with the City.

Tim also shared that he has repaired all communication boxes (though they remain unused) and the new resin flowerpots that he received were the wrong color, so the company is reshipping a new product at no cost. He noted that Top Gun Pressure Washing, while the only company that reclaims water (which is a requirement) is challenging to work with due to a language barrier. Ana volunteered assistance with translation.

### Public safety updates

Tim noted that the new DART sergeant appears proactive, but that CSPD remains short-staffed, resulting in a reduction of one officer on day shift and four on night shift.

## **Marketing and communications**

General updates: Carrie shared an overview of the Downtown summer tourism marketing strategy, which included a multi-pronged approach including an updated tourism map, ads in Broadmoor Magazine, CVB Visitors Guide, Colorado Fun Guide, Thirst Magazine, content in the Indy Summer Guide, a direct-mail piece, and a strong showing for Patio Passport. She also shared digital and social media reach, which has been steadily increasing.

Carrie noted that her department's upcoming scope of work includes Urban Living Tour, Revel, video projects, and planning holiday advertising.

## **Sales Tax Data**

Chelsea directed the board to the memo with year-to-date sales tax data for the BID, which reflects that gross sales were up four percent year-over-year, with restaurants, bars, and retail seeing an overall decrease in both March and April, but services seeing significant increases. These fluctuations are tracking similarly for the DDA boundary.

## **Final Remarks**

Chelsea reminded the board of upcoming events:

- August 19: Urban Living Tour
- Aug 30: Early Fall Member Mixer at the Philanthropy Collective
- Sept 9: Revel: The Urban Arts Party
- Sept 22: Annual Breakfast

The meeting was adjourned at 8:59 a.m.