



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

Board members present: Chris Senger, Peri Bolts, John Wolfe, Uyen Le, Mark Earle, Michael Brantner, Carrie Hibbard, Bill Reed (remote),

Board members absent: Simon Penner, Julie Brooks, Eric Brenner

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

Call to order and welcome

Mark Earle called the meeting to order at 8:04 a.m.

Minutes

The board reviewed meeting minutes of September 19, 2023. On a motion by Chris, seconded by Peri the September 19, 2023 minutes were approved without change.

Financials

The board reviewed financials dated October 31, 2023. Chelsea shared that it was a standard month, with both banner and interest income increasing, and nearly all revenue collected.

2024 budget update

Chelsea briefed the board on a notable change from the draft budget presented in September. Staff received notification from Robertson's that the BID's oldest lights required far beyond regularly scheduled and budgeted repairs to keep them functional. Knowing the BID's intention to replace these older lights in the coming years, staff decided to expend approximately \$37,689 to replace the most dated lighting in the core (Tejon from Boulder to Pikes Peak) and supplement the lighting on Bijou and Kiowa.

The failure of Proposition HH at the state ballot prompted a special session of the legislature. While the outcome of that session is unknown at this time, Chelsea still anticipates the December 12 budget hearing to take place and will communicate updates to the board.

Public Space Management

Tim updated the board on power washing. They will recall the BID was testing a new company; the first scheduled wash had to be rescheduled due to inclement weather in October, but then had an issue with equipment, so are awaiting a part to be able to reschedule power washing.

Michael shared that PPLD will be closing for massive renovations in February and March 2024. The planned renovations will make the library safer, more user-friendly, and expand both print and digital offerings. It is known that many people experiencing homelessness often use the library as a warm place to escape the winter streets, and conversations are in place with Hope COS, Springs Rescue Mission, and the HOP team to address what impact the closure of the library will have on the transient population.

Tim announced that DART 1 team is fully staffed and Dart 2 team should be fully staffed by the end of the month.

Marketing and communications

Carrie shared a variety of social media promotions created by Kelsee that includes three celebrity shopping videos to promote Shop Local Win Local, a series of videos highlighting the benefits of shopping small to promote Small Business Saturday, and announced a digital advent calendar that will begin December 1. Carrie encouraged the board to follow Downtown Colorado Springs on social media, like, share, and help spread the word about shopping local this holiday season,

She shared the upcoming events including holiday strolls, Festival of Lights parade, and character stroll. 9,000 coupon books have been printed and are in the process of being distributed through direct deliveries, parking garage distribution, office pick-up, etc.

Sales Data

Sales tax data

Chelsea shared year-to-date and year-over-year sales data figures; Total gross sales were up 4% from the same period in 2022 (citywide was down .24%) and Downtown saw two straight months of positive growth in total sales, 5% in August and 11% in September, as well as positive increases across all sectors.

Other

Downtown economic performance

Chelsea reviewed the Downtown economic performance presentation with the board.

Final Remarks

Chelsea reminded the board of the following upcoming events:

Nov. 29: Holiday Member Mixer, 5-7 pm at Cottonwood Center for the Arts.

Board meeting was adjourned at 8:56 a.m.