



**Minutes of the Greater Downtown Colorado Springs
Business Improvement District Board Meeting
Tuesday, May 21, 2024, 8 a.m.
111 S. Tejon St. Ste 703**

Board members present: Simon Penner, Julie Brooks, Eric Brenner, Michael Brantner, John Wolfe, Chris Senger, Bill Reed

Board members absent: Peri Bolts, Uyen Le, Carrie Hibbard, Mark Earle

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

Call to order and welcome

Simon called the meeting to order at 8:02 a.m.

Minutes

The board reviewed meeting minutes of March 19, 2024. On a motion by Chris, seconded by John, the minutes were approved without change.

Financials

The board reviewed financials dated April 30, 2024. Ana stated that it was a very ordinary month and that banner revenue is increasing and is now over the budgeted amount. The board had no questions.

Governance

Simon directed the board to the governance memo in their board packet. With Simon completing a second and final term, Chelsea recommends A.J. Hoerth of U.S. Bank to fill the open position. Chelsea and Simon met with candidates and recommend Mr. Hoerth based on passion for community, strong engagement with both Downtown Partnership and Downtown Ventures, and significant board experience.

Simon moved to recommend to City Council that A.J. Hoerth be appointed to a first three-year term on the Greater Downtown Business Improvement District's board of directors. Julie seconded and the motion passed unanimously.

Additionally, Peri, Chris, and John are completing their first three-year terms and are eligible for a second term.

Chris moved to recommend to City Council that Peri Bolts, Chris Senger, and John Wolfe be appointed to second three-year terms on the Greater Downtown Business Improvement District's board of directors. Michael seconded and the motion passed unanimously.

Public Space Management

General updates

Tim shared that his time of late has been spent on flowerpots and beds, the installation and deinstallation of Art on the Streets, reinstallation of ArtSpot pieces, and preparing RFPs for both cleaning/landscaping and security contracts. He is also exploring options to take pressure-washing in-house as there have been consistent struggles to find a reputable and affordable pressure washing company. If purchasing the equipment is an option, the board suggested sharing the cost with other entities such as Park Union BID and O'Neil Group.

Marketing and communications

Residential

Carrie updated the board on current tactics to promote the Downtown lifestyle to potential residents. She is currently running a geofencing campaign to target areas such as Promenade Shops at Briargate, University Village, etc. She is also using social media, video, and billboard advertising. Traditional media coupled with in-house efforts such as a robust residential page of DowntownCS.com, property manager orientations and tours, and resident welcome kits complete a full-scale approach to helping the new multifamily properties lease up quickly.

Summer tourism

She then provided an update on efforts to ensure a bustling tourism season. Updated tourism maps have been printed and distributed, print ads placed in key publications, digital ads placed in e-newsletters across the front range, Downtown events submitted to a variety of magazines and publications, constant social media content posted, and a backlit display at Colorado Springs Airport. The board commended Carrie and Kelsee for their efforts and creativity.

Sales Data

Carrie directed the board to sales tax data and noted areas of decline. The board suggested the idea of a mentorship program where more established businesses (including the restaurant sector) could make recommendations to newer or struggling businesses. The idea will be presented in an upcoming merchant meeting.

Board meeting was adjourned at 9:02 a.m.