



**Minutes of the Greater Downtown Colorado Springs  
Business Improvement District Board Meeting  
Tuesday, July 16, 2024, 8 a.m.  
111 S. Tejon St. Ste 703**

**Board members present:** Chris Senger, Julie Brooks, A.J. Hoerth, Peri Bolts, Bill Reed, Uyen Le, Carrie Hibbard, Vlada Benedetti, Eric Brenner (remote), John Wolfe (remote), Simon Penner

**Board members absent:** Michael Brantner, Mark Earle

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

**Call to order and welcome**

Julie called the meeting to order at 8:03 a.m. Chelsea thanked Simon Penner and Mark Earle for their board service, then welcomed new board members Vlada Benedetti and A.J. Hoerth.

**Minutes**

The board reviewed meeting minutes of May 21, 2024. On a motion by Chris, seconded by Peri, the minutes were approved without change.

**Financials**

The board reviewed financials dated June 30, 2024. Chelsea stated that the first half of the year was straightforward with nothing out of the ordinary. The board had no questions.

A.J. moved to accept the financials dated June 30, 2024. Chris seconded the motion, and it passed unanimously.

**Governance**

Chelsea directed the board to the governance memo in their board packet. With the departures of Mark and Simon the sole remaining member of the BID Executive Committee is Vice Chair Julie Brooks.

The following is the recommended slate of new officers:

Chair – Chris Senger

Vice Chair – Julie Brooks

Treasurer – A.J. Hoerth

Secretary – Peri Bolts

Bill moved to approve the executive committee as recommended. Peri seconded and the motion passed unanimously.

Additionally, Chelsea sought a motion to update the signatories on the BID bank accounts. Peri moved to add A.J. Hoerth as signatory on U.S. Bank and COLOTRUST accounts and that past Treasurer Mark Earle be removed. Carrie seconded and the motion passed unanimously.

**2025 Budget**

Chelsea directed the board to the draft budget included in their packet and the accompanying memo. Regarding revenue, she noted that the BID anticipates receiving \$175,000 for supplemental private security from the City, and that the board will not see gift card fees on financial statements as the entirety of the program will shift to the DDA. Regarding expenses, she noted that after competitive RFP

processes for both landscaping/cleaning and supplemental security services, Robertson's and Mercurial will be retained, both with a slight cost increase over 2024. Power washing services have also slightly increased.

Chelsea shared some capital projects that the board may consider depending on year-end net income, which include updating the Acacia Park garland and adding additional tree lights between Costilla and Cimarron.

The preliminary budget hearing is scheduled for September 17 and a quorum is essential.

## **Public Space Management**

### General updates

Tim shared that water usage has significantly increased, which leads him to believe that there may be a leak. He is investigating and will schedule necessary repairs. He noted increased levels of graffiti and vagrancy, which is typical at this time of year. Lastly, pressure washing is in process and will be completed by the end of the week.

## **Marketing and communications**

### General updates

Carrie provided an update on current marketing campaigns. Working with Twelve Legs Marketing with advice from the Brand Awareness Committee and data from Placer.ai, geofencing and retargeting campaigns are in place for residential and tourism efforts. Carrie cited high engagement with the videos, with the majority of viewers watching the entire video.

Kelsee announced the new passport, the International Food Tour, which celebrates the Olympics and "eating your way through Downtown" at 23 restaurants representing 13 cuisines.

## **Sales Data**

Chelsea directed the board to sales tax data and noted that all sectors showed negative growth in March, but positive growth in April. Declining retail sales mirrors what staff is hearing anecdotally from small businesses.

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