



**Minutes of the Greater Downtown Colorado Springs
Business Improvement District Board Meeting
Tuesday, March 11, 2025, 8:00 a.m.
111 S. Tejon St. Ste 703**

Board members present: Julie Brooks (R), Vlada Benedetti (R), John Wolfe, Michael Brantner, Chris Senger, Eric Brenner, Carrie Hibbard, Peri Bolts

Board members absent: Bill Reed, Uyen Le, A.J. Hoerth

Staff members present: Hannah Parsons, Ana Valdez, Chelsea Gondeck, Kelsee Swenn, Carrie Simison, Kim Oroszi

Guests: Chris Jorgenson (BiggsKofford)

Call to order and welcome

At 8:05 a.m. Chris Senger called the meeting to order.

Public Comment

None.

Minutes

The board reviewed meeting minutes of January 14, 2025. On a motion by Peri Bolts, seconded by Michael Brantner, the minutes were approved by the board.

Financials

The board reviewed financials dated for the period ending February 28, 2025. On a motion by John Wolfe, seconded by Peri Bolts, the financials were unanimously accepted by the board.

2024 Audit

Chris Jorgenson presented the audit findings for the Business Improvement District. He commended Ana and Chelsea for their excellent work throughout the audit process. Chris reported that the overall findings were positive, reflecting a strong financial year. He confirmed that the audit was clean with no additional comments or issues identified.

Governance

Board Openings

Chelsea Gondeck informed the board that Julie Brooks and Carrie Hibbard will be completing their second terms. She noted that a review of the bylaws will be conducted to assess representation requirements. Chelsea requested that any board member recommendations be submitted to her or the board chair for consideration.

Eric Brenner arrived at 8:19 a.m.

Strategy Discussion

Chelsea Gondeck further emphasized the importance of reviewing the representation bylaws and meeting frequency. She sought input from the board regarding a potential shift from bi-monthly to quarterly meetings, as well as the relevance of the two subcommittees: Marketing & Brand Awareness and Public Space Management. The Board expressed a preference to maintain the bi-monthly meeting schedule. It was recommended that the Marketing & Brand Awareness Committee shift to a quarterly

schedule, while the Public Space Management Committee be dissolved. Chelsea noted that recommended bylaws revisions will be brought to the next meeting.

Public Space Management

General updates

In Tim Archer's absence, Chelsea Gondeck provided an operations update. She noted that irrigation will begin in mid-April, with flower planting scheduled for mid-May. Summer banners are expected to be installed by the end of April.

Marketing and Communications

Mother's Day

Carrie Simison updated the board on this year's "Mom's Day Out" event. Staff will be stationed along Tejon Street, distributing paper passports and flowers as part of the promotion. Six businesses will participate in the retail-focused effort. Carrie also shared that messaging around the Tejon Street construction will frame it as a "Glow-up" to maintain a positive tone.

Sales Data

Chelsea Gondeck provided the board with an update on retail sales.

Master Plan Update

Chelsea Gondeck noted that the survey is now officially closed. She added that there will be future opportunities for both the public and board members to provide feedback on the Master Plan.

Adjournment

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