



**Minutes of the Greater Downtown Colorado Springs
Business Improvement District Board Meeting
Tuesday, May 13, 2025, 8:00 a.m.
111 S. Tejon St. Ste 703**

Board members present: A.J. Hoerth, Vlada Benedetti, John Wolfe, Michael Brantner, Chris Senger, Julie Brooks (R), Uyen Le-Morrison (R)

Board members absent: Peri Bolts, Carrie Hibbard, Bill Reed, Eric Brenner

Staff members present: Hannah Parsons, Ana Valdez, Chelsea Gondeck, Kelsee Swenn, Carrie Simison, Tim Archer, Emma Weien

Guests: None

Call to order and welcome

At 8:07 a.m. Hannah Parsons called the meeting to order.

Public Comment

None.

Minutes

The board reviewed the meeting minutes of March 11, 2025. On a motion by Michael Brantner, seconded by John Wolfe, the minutes were approved by the board.

Financials

The board reviewed financials dated for the period ending April 30th, 2025. On a motion by A.J. Hoerth, seconded by Michael Brantner, the financials were unanimously accepted by the board.

Chris Senger arrived at 8:09am

Profit and Loss Discussion

Hannah Parsons reviewed net operating incomes for the family of organizations based on the 2022–2023 audits and reported that the BID is operating at a deficit when factoring in all expenses including staff. She recommended reevaluating the revenue model, noting that a significant percentage of the parcels in the district are tax-exempt and therefore not paying into the BID's mill levy yet benefiting from the services provided by the BID. She proposed reaching out to these entities for voluntary contributions. She also suggested creating service tiers based on contribution levels to ensure a more equitable distribution of benefits. She emphasized that peer cities have three times the BID's budget. Vlada Benedetti added that HOA fees are increasing due to vandalism, and residents are calling for more safety measures which can be used as more motivation for businesses to contribute.

Governance

Amended and Restated Bylaws

The board reviewed the proposed bylaw amendments. On a motion by A.J. Hoerth, seconded by Vlada Benedetti, the amended and restated bylaws were unanimously approved by the board.

Board Candidates

The board discussed the candidates that applied for the three open BID seats. On a motion by John Wolfe, seconded by Vlada Benedetti the board unanimously approved the recommendation to city

council for Allison Cortez's appointment to a second term and Bryan Bradigan and Freddie Provenzano's appointment to a first term on the BID board to fill the open board positions.

Updates

Public Space Management

Tim Archer on flower plantings and power washing plans He noted that the BID completed an expanded security program during the Space symposium week. Vlada Benedetti noted continued light vandalism near their residence; Tim Archer confirmed CSPD is aware but identifying suspects has been difficult.

Marketing and Communications

Carrie Simison reported that the Taco Trail Passport successfully launched on May 1. "Mom's Day Out" was successful, with strong turnout and engagement. The team is working with a new geo-fencing and video vendor with focus areas being Tejon St., residential areas, and tourists. The first video Kelcee Swenn helped produce showed a 97.8% video completion rate with promising hopes for the future productions. Upcoming events include Art on the Streets Opening Reception (June 5) and Scavenger Hunt (June 6). Carrie also previewed a summer passport campaign, "Weenies and Teenies," launching July 31 at ICONS.

Discussion

Sales Data

Hannah Parsons reported early 2025 sales showed gains in bars, restaurants and retail, but a drop in services. Chelsea Gondeck attributed this to monthly vs quarterly reporting differences that we see regularly.

Master Plan Update

Chelsea Gondeck updated the board on recent in-person outreach. She noted that the DDA has hired Jessica Thompson to serve as an additional in-town facilitator of this effort and expanded MIG's scope for additional events, surveys, and focus groups.

CEO Update

The CEO search committee met and interviewed candidates yesterday (05/12/25). Recommendations will be made in the coming week, with additional interviews scheduled.

Clean & Safe Introduction

Hannah Pearsons introduced a 19-month pilot project focused on collecting data for Colorado Springs homelessness issue. She broke down the task force, the funding proposal, and standing potential leaders. The goal is to be fully funded by May 20 and begin work on May 21.

Public Comment

None.

Adjournment

The board meeting was adjourned at 9:19 a.m.