



**Greater Downtown Colorado Springs  
Business Improvement District Board Meeting  
Tuesday, July 8, 2025, 8 a.m.  
111 S. Tejon St, Ste 703**

**Board members present:** Vlada Benedetti, Peri Bolts, Bryan Bradigan, Eric Brenner, Julie Brooks, Allison Cortez, Carrie Hibbard, A.J. Hoerth, Freddie Provenzano, Chris Senger

**Board members absent:** Michael Brantner, Uyen Le-Morrison, John Wolfe

**Staff members present:** Tim Archer, Chelsea Gondeck, Sarah Nurmi, Pat Rigdon, Carrie Simison, Ana Valdez

**Guests:** None

### **Call to Order & Welcome**

At 8:02 a.m. Chris Senger called the meeting to order. Chris thanked Carrie, Julie, and Bill for their service on the board and welcomed Allison, Bryan, and Freddie.

### **Public Comment**

None.

Chelsea Gondeck reminded the board that the Business Improvement District (BID) and Downtown Development Authority (DDA) board meetings are open to the public, as both are quasi-governmental organizations. She noted that a Zoom meeting is currently open for public attendance. In compliance with statutory requirements, meeting agendas are posted both online and physically at the CAB. Additionally, the City Council's weekly email includes this meeting under the list of upcoming public meetings.

### **Minutes**

The board reviewed the meeting minutes of May 13, 2025. On a motion by A.J. Hoerth, seconded by Peri Bolts, the minutes were unanimously approved by the board.

Bill Reed arrived at 8:14 a.m.

### **Financials**

#### For the period ending May 31, 2025

Chelsea Gondeck reviewed the financials for the period ending May 31, 2025, noting that the projected revenue and expenses for security are below budgeted amounts as was anticipated. On a motion by Peri Bolts, seconded by Julie Brooks, the financials were unanimously accepted by the board.

#### Clean & Safe Pilot Program: transfer of funds to Downtown Ventures

Chelsea Gondeck shared plans to transfer funds to Downtown Ventures (DV) to support the Clean & Safe Pilot Program, led by Downtown Partnership (DP). The funding will supplement private contributions, with a focus on expanding supplemental security, a role traditionally handled by the BID. DV, as a 501(c)(3), will act as the program's fiscal sponsor.

Pat Rigdon shared updates on the Clean & Safe program, highlighting the addition of outreach ambassadors, increased Mercurial staffing, and enhanced vehicle monitoring. While efforts will focus on main pedestrian areas, security will extend throughout the entire DDA district.

Staff noted the Clean & Safe program will be regularly evaluated and remain flexible to adjustments. Mercurial will track key activity metrics, while Rigdon will produce monthly data reports available online

and at these board meetings. A task force is also being formed to guide the program with final recommendations expected at the end of the 19-month pilot.

The board discussed transferring remaining BID security funds to DV for enhanced security. On a motion by Bill Reed, seconded by Vlada Benedetti, the transfer was unanimously approved.

## **Governance**

### Officer Slate

Chelsea Gondeck shared the suggested changes to the executive committee. She also noted that Allison Cortez has previously served on the BID board and as chair.

Chair – Allison Cortez  
Vice-Chair – Chris Senger  
Treasurer – A.J. Hoerth  
Secretary – Peri Bolts

The board discussed the officer slate. On a motion by Chris Senger, seconded by Peri Bolts, the officer slate was unanimously approved.

## **Updates**

### Public Space Management

Tim Archer reported that the BID raised banner fees by \$5 per banner this year, resulting in increased revenue. The adjustment was made to cover rising contract and supply costs.

Tim noted that the BID added 30 new poles but temporarily lost 32 poles due to the Tejon construction.

Tim also noted that the BID has contracted with a smaller power washing company with similar costs. The new company demonstrates a strong work ethic, addressing past consistency issues.

### Marketing & Communications

Carrie Simison highlighted major digital campaigns currently running, including the Senior Open, tourism, and messaging through September to support businesses during the Tejon Glow Up, all initiated by the BID Marketing Committee.

*Colorado Fun* and *Thirst*, a food and drink-oriented magazine in Colorado, are the only places we are doing print marketing this year.

A residential billboard campaign will rotate locations monthly over the next five months.

The BID partnered with KRCC for 719 Day, creating a passport program involving 18 local businesses. Additionally, the Summer Passport “Weenies and Teenies” campaign will run from August 1–17, with a kickoff party on July 31 from 4–6 PM at ICONS. The event includes 11 bars and restaurants, is free for both businesses and participants, and features a collaboration with a well-known local food critic to boost engagement.

Carrie also shared that she is working to better connect the two governmental blocks during the holidays.

## **Discussion**

### Sales data

Chelsea Gondeck led a review of the sales tax data through April for both the BID and DDA, with comparisons made month-over-month and year-to-date. A notable spike in retail occurred in March, though retail businesses reported it has still been a challenging year, leading to some confusion and discussion. Service sector performance remains flat.

Chelsea explained that, in the DDA, retail is categorized into hard and soft retail, while in the BID, there are not enough licenses to make that distinction. She noted that the license data is based on business addresses. Additionally, service businesses are not required to report monthly, which may affect the fluctuations in that sector's data.

### Master Plan

Chelsea Gondeck invited feedback on both the thematic and technical documents provided in the board packet. The group discussed a range of observations and concerns related to Downtown conditions and ongoing initiatives. The importance of retaining diverse small businesses through improved affordability was emphasized. There was also discussion about the need for Downtown Partnership to enhance its role as a visible community advocate and to better communicate its efforts and impact.

Concerns were raised about the eastern edge of Downtown, particularly Platte Avenue, which was described as an unattractive and poorly maintained gateway into Downtown. Suggestions for improvement included landscaping, lighting, and signage.

The group also expressed appreciation for the plan to simplify organizational goals to five, noting that a more focused approach would improve clarity and execution.

Noise concerns were also mentioned—specifically the issue of revving engines at night. Pat Rigdon agreed to coordinate with CSPD to explore bringing in a motorcycle unit to help address the situation.

The group discussed how parking operates as an enterprise fund, with revenues specifically allocated toward projects such as streetscape improvements. It was noted that the Parking Enterprise was paying for a significant amount of the Tejon reconfiguration project. Board members agreed that more transparency and outreach around how funds are used would be beneficial.

## **Public Comment**

None.

## **Adjournment**

Chelsea Gondeck noted that the Fall member Mixer is coming up on August 21<sup>st</sup> at Alpine Bank. The board meeting was adjourned at 9:06 a.m.