



Pueblo City Center Partnership
 Monthly Meeting Minutes
 Thursday, January 19, 2012
 Pueblo Convention Center
 3:30 – 5:00 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Alan Lucas	Jami Baker	Bonnie Gill	Deborah Krauth	Scott Jones
Chris Markuson	John Carleo			Lisa Duggar	Don Bruestle
Kyle Groves	Rochelle Spoone			Bob Marino	Kristen Quade
Peggy Willcox	Russell DeSalvo			Dan Weber-Schulz	Tene Bonser
Leslie Nazarrío	Susan Fries			Julie Ann Woods	John Rodriguez
				Mike Wakefield	Barb Vidmar
				Steve Nawrocki	Bob Nicholson
				Jim Munch	Rod Slyhoff
				Jim Bernat	Dan Molello
				David Siguenza	Jerry Pacheco
				Jonathan Almanzar	

WELCOME

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:35 p.m.

ROLL CALL

APPROVAL OF AGENDA

Amendment by Chris Kaufman to add Tourism Symposium under New Business. Leslie Nazarrío motioned to approve the agenda and Chris Markuson seconded the motion.

APPROVAL OF NOVEMBER 17, 2011 MEETING MINUTES

Markuson motioned to approve the November 17, 2011 Meeting Minutes and Alan Lucas seconded the motion.

FINANCIAL REPORT/FINAL BUDGET

The budget still needs to be finalized due to a few questions regarding changes in amounts to a few items.

Holiday Insert

Payments from HARP, Sangre de Cristo Arts Center, Union Avenue Merchants Association, and Pueblo Downtown Association in regards to the Holiday Insert. Payments are still pending for the Greater Pueblo Chamber of Commerce and PPAG, which the Greater Pueblo Chamber of Commerce will pay.

PUBLIC COMMENT PERIOD

Each guest that was present introduced themselves and what entity they are representing.

Deborah Krauth with Pueblo City County Library District; Scott Jones with the Center for American Values; Lisa Duggar with SRDA-City Volunteer Program; Don Bruestle; Bob Marino; Kirsten Quade, Dan Weber-Schulz, Tene Bonser, and David Siguenza are Healy Center Scholars; Julie Ann Woods with Pueblo County; John Rodriguez and Jonathan Almanzar with We Are Pueblo; Mike Wakefield with Colorado State University-Pueblo and the Healy Center; Barb Vidmar; Steve Nawrocki; Bob Nicholson; Jim Munch with HARP; Rod Slyhoff with the Greater Pueblo Chamber of Commerce; Jim Bernat; Dan Molello with Jones-Healy Realty; and Jerry Pacheco with the City of Pueblo.

OLD BUSINESS

Website update; website changes; website rollout

Kaufman stated that the www.pueblacitycenter.com website needs to be updated. He asked the Board to look for content that is missing or incorrect. The PCCP website is going to be transferred over to the Pueblo.org website due to a lack of security. The information on the PCCP website needs to be complete from the beginning of the launch. The information on the PCCP website is for the Downtown area, which is being considered the area from Mineral Palace Park to Faye's Crossing and I-25 to the alley just beyond Abriendo. Information on the website will be similar to that of a mall directory that is focused on retail and restaurants. It will also contain information about real estate. The website will contain the Chase Packet to communicate the story of Pueblo that is not told by looking at a Census Tract. For any additions or changes, email Kaufman at ckaufman@ltgc.com.

Markuson stated the he is currently in the process of moving the PCCP website to Pueblo.org and should be complete by the next meeting on February 16th. He asked the Board to provide pictures of Downtown. Wilcox, Nazarrio, and Lucas all mentioned that they have photos that they can provide for Markuson to use.

Susan Fries mentioned that PCCP should place an advertisement in the HARP tri-fold. Russell DeSalvo suggested that a marketing plan be compiled so that there is a plan of where to market and which mediums will be used.

Fast Track

The initial response to the Fast Track program was great. The goal of this program is to help businesses go through the process of opening a business in Downtown smoother and this will help small businesses greatly. Kaufman will contact the Fast Track group and let them know that PCCP is still interested in starting up this program.

Real Estate Study

The Healy Center will be taking an inventory of residential living in Downtown Pueblo. Mike Wakefield stated that the Healy Center is used for fellowships with students who will be working on community projects that facilitate economic development. The project for PCCP will be the first project on which the Healy Scholars will work. There are seven scholars in total; David Siguenza, Rob Seifert, Tene Bonser, Kristen Quade, Alan Caruselle, John Schulz, and Daniel Weber-Schulz. It will take at least a month to gather data and provide a report on the data. Since there are seven Healy Scholars, there will be up to 70 hours of work done on this study per week. Wakefield thought

that it would take between three and four weeks to gather data and another three to four weeks to prepare the report. This project will take between six and eight weeks total.

Kaufman stated that the main goal of this study is how to develop the upper levels of Downtown buildings to bring in more residents to the area. This study will be presented to the City as a baseline so that help may be acquired as needed. Markuson added that there is a need to find out more information about the upper levels of buildings that the County Assessor does not possess. The information the County Assessor has will be a starting point for the Healy Scholars to use. This information that will be gathered will not overlap the County Assessors, City and County information and will not be shared with the County Assessor. Markuson stated that there is a need for national retail anchor tenants in the Downtown area to help draw people and smaller businesses to Downtown. The survey the Healy Scholars will be conducting will set a baseline for a development plan for Downtown as each property will be looked at individually. Lucas stated that Federal regulations are making it easier for developers to purchase property and build new rather than renovate older properties, so this study will help draw developers to purchase older properties and renovate.

By-Laws and Articles of Incorporation

Kaufman stated that Joe Bower prepared the Articles of Incorporation and Conflict of Interest Policy. They will be submitted by Bower. Lucas motioned to approve the Conflict of Interest Policy and Rochelle Spooone seconded the motion. The Board members who were present at the meeting all voted to approve the Articles of Incorporation. The Internal Conflict of Interest needs to be disclosed in a letter. The By-Laws still need to be accepted by the Board. PCCP needs to look at possibly obtaining an insurance policy. There was still question of whether PCCP still falls under the Pueblo Urban Renewal Authority umbrella for finances.

NEW BUSINESS

Creative District

Fries stated that the Creative Arts District application is due at the end of January. The City, PURA, and PPAG have been working together to complete the application for the designation and acceptance of the proposed Arts District. A public forum was held on January 12. The Arts Center would be the anchor of the Arts District. The guidelines for the application are available on Colorado Creative Industries (CCI) website. Markuson stated that CCI wants Pueblo to be one of the first Arts Districts in Colorado. The boundaries would be from 5th Street and Main Street down Union Avenue to B Street and would also include the Sangre de Cristo Arts Center.

Executive Coordinator

Kaufman informed the board that the interviews went well for the PCCP Coordinator/PURA Communications Director went well and that the position had been offered to one of the applicants. At the time of the meeting, it was not known if the applicant had accepted the position.

Boundary Discussion

John Carleo, Fries, and Wilcox volunteered to be on the Boundary sub-committee to look at the existing boundaries for PCCP to see if it should be changed. A larger boundary would run the risk of not getting a BID—the BID would have to match the PCCP boundary. There can be more than one BID per area, but still need to be in the area boundaries. Markuson suggested that the sub-committee look at the pros and cons of having a BID and DDA and report their findings back to the board.

PCCP Events Meeting

Kaufman stated that the PCCP Coordinator/PURA Communications Director help with the Promotional Meetings. There should be an insert prior to Wild Wild West Festival. The PCCP Coordinator/PURA Communications Director will help with coordinating events in general.

Margaret Ward-Macias with the Pueblo Downtown Association got feedback that the Gifts Galore event that ran in the Holiday Insert had a large number of participants, which was in part due to the advertisement in the Holiday Insert. The Gifts Galore event will run again sometime before Mother's Day.

Tourism Symposium

Rod Slyhoff stated that the Greater Pueblo Chamber of Commerce has joined forces with the Destination Pueblo group to host the Tourism Symposium on February 25. It will begin at 9:30 a.m. for invitees and will open to the public at 1 p.m. Booths are free. Kaufman signed PCCP up to have a booth at this symposium. He stated it would give PCCP an opportunity to explain who PCCP is and what we do.

ADJOURNMENT

The meeting was adjourned at 4:57 p.m.