



Pueblo City Center Partnership
 Monthly Meeting Minutes
 Thursday, March 15, 2012
 Pueblo Convention Center
 3:30 – 5:00 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Alan Lucas	Leslie Nazario	Kristi Alfonso Bonnie Gill	Bella Trujillo	Steve Nawrocki
Chris Markuson	John Carleo			Julie Ann Woods	John Schulz
Kyle Groves	Rochelle Spoone			Bob Nicholson	Jim Munch
Peggy Willcox	Russell DeSalvo			Margaret Smith	Mariah White
Jami Baker	Susan Fries			Kristen Quade	Cheyenne Motto
				Amy Gasperetti	

WELCOME

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:36 p.m.

City Center Coordinator

Kaufman introduced Kristi Alfonso as the City Center Coordinator. Alfonso shared a little information about herself with the Board and the public. Alfonso would like to meet with members of the board individually throughout the next few months.

ROLL CALL

APPROVAL OF AGENDA

Chris Markuson motioned to approve the agenda and John Carleo seconded the motion.

APPROVAL OF JANUARY 19, 2012 MEETING MINUTES

Russell DeSalvo motioned to approve the January 19, 2012 Meeting Minutes and Rochelle Spoone seconded the motion.

FINANCIAL REPORT/FINAL BUDGET

The budget reflects the revenues and expenses through March 1, 2012. Questions were asked at this time. It was stated that \$5,000 in revenue came from the City of Pueblo in 2011 and \$25,000 in 2012. The software that will be used to track the budget and write checks is QuickBooks. This software has not been used yet, but will be used once a bank account is set up and the budget is approved. Under the Revenue section of the budget, \$10,000 from

Pueblo Urban Renewal Authority (PURA) has been removed because tax payer money should not be used for advertising, although the discussion of tax payer money used for advertising is still under debate by the PURA Board. The question of whether or not to remove Lamar Advertising from the budget has been brought forward. Alfonso stated that it would cost \$1,000 per month to have a billboard on I-25 and it would only have one side. PURA Finance Director Christine McCarthy suggested, prior to the meeting, that Lamar Advertising be removed from PCCP 2012 budget since PURA is currently paying for this. Carleo motioned that the Lamar Advertising line item be removed from PCCP 2012 budget and Spoons seconded the motion. All Board members present were in favor. DeSalvo motioned that the budget expenditures be changed to \$53,000 and the revenue to \$55,000. Susan Fries seconded the motion.

PUBLIC COMMENT PERIOD

The public introduced themselves to the Board. Bella Trujillo, City of Pueblo; Steve Nawrocki, City Council; Julie Ann Woods, Pueblo County Planning; Bob Nicholson, Southwest Brokerage Corp.; Jim Munch, HARP; Margaret Smith, Goodfellow Antiques; Mariah White, Goodfellow Antiques; John Schulz, CSU-Pueblo Healy Scholar; Kirsten Quade, CSU-Pueblo Healy Scholar; Mike Wakefield, CSU-Pueblo.

There was one public comment that stated that it is very sad that restaurants in the Downtown area are not open on Sundays. Kaufman stated that PCCP is working on initiatives to help merchants and business owners in the Downtown area to keep regular hours which would also help bring in tourists and residents to the Downtown area.

BOARD UPDATES

PPAG

Fries informed the Board that Pueblo has been designated one of the top seven Creative Districts in Colorado. Pueblo is in the second tier, meaning there is potential to be a Creative District, receive a Technical Assistance Package from the State, and Pueblo would be in place to receive the Creative District designation next year. The Technical Assistance Package will help in areas that the District is struggling in. At the time of this meeting there was no word on whether Pueblo would receive the Technical Assistance Package and Fries stated she would keep the Board up-to-date on this. The entities that are partnering together on this project are the City, PURA, and PPAG. There will be a creation of sub-districts within the Creative District. A meeting identifying where the needs are for the District will be held on March 22, 2012 at the Rawlings Library at 9:15 a.m.

Sangre de Cristo

Spoons informed the Board that the Arts Center still has the *EnvironMental* exhibit for display. The 40th Anniversary Gala for the Arts Center will be held on Friday, June 1. The theme is "Once Upon a Time" and will focus more on the adult side of the Fairy Tales since this is also a celebration of the 200th anniversary of the Brothers Grimm Fairy Tales. The *Once Upon a Time* exhibit will open on June 8.

Union Avenue Merchants Association

Kyle Groves informed the Board of two upcoming events on Union Avenue. The first is the Steampunk Crawl, which is an event similar to that of a Zombie Crawl, which will be held on Saturday, March 17. The second event is Steven Smith attempting to set the world record of standing on a 42 inch ball for more than 24 hours. Both events are free and open to the public.

Pueblo Downtown Association

Peggy Willcox stated that the Downtown Discount Cards, offered through the PDA, are being very widely used. Willcox mentioned that every Friday in June from 11 a.m. to 1 p.m. Music 'n Munchin' event will take place near

Gateway Park on the Riverwalk. There will be live music and cheap lunch available. The *Moms, Memory, and Money* promotion will start April 4. This promotion is similar to the *Gifts Galore* promotion that ran during the holiday season. There will be weekly drawing for gift certificates or merchandise from participating merchants and a cash prize will be drawn at the end of this promotion. *Dancing with the Stars of Pueblo* will take place on August 11. More details will be provided as the date draws closer.

Mesa Junction

Carleo mentioned that the cones are gone from Mesa Junction finally. This Board has not done much for a while, but Carleo is looking to get the Association involved again in the near future.

ADMINISTRATION

Question to add to Board (historic, hotel)

Kaufman raised the question of whether or not to adding two more Board members would be an acceptable idea. He would like to make sure that all sections of the Downtown area are represented by the Board. Several Board members felt this was a good idea, while others felt that it may cause some people to feel excluded. Steve Nawrocki recommended that, if PCCP were to add another Board member, Bill Capolo (Magpie's) be taken into consideration. Jami Baker felt that it may be a better idea to have an open forum so that the public can give input at any time without being tied to a Board meeting every month.

Motion to open Bank Account

Willcox motioned to open a bank account and Markuson seconded the motion with an exception. Markuson amended the motion to open a bank account with a locally owned bank that is in the City Center. The Board is going to look at Canyon National Bank, Legacy Bank, and Pueblo Bank and Trust. Through email correspondence after the Board meeting, the Board unanimously authorized that a bank account be established for the PCCP organization at Legacy Bank.

501 c 6 Discussion

Kaufman read a few questions from the 501 c 6 documents that needed feedback from the Board.

Election of Officers

Markuson motioned to appoint Chris Kaufman as the Board Chairman, Willcox seconded and the Board unanimously approved.

Spoone motioned to appoint Chris Markuson as the Board Vice Chairman, Baker seconded the motion and the Board unanimously approved.

Markuson motioned to appoint Rochelle Spoone as the Board Secretary, Alan Lucas seconded the motion and the Board unanimously approved.

Fries suggested that the Elected Officers and the PCCP Coordinator should be on the signature card for the bank account.

The Rest of the Story (handout)

Kaufman stated that the Chase Packet will be sent out to the top ten list of retailers or business that PCCP would like to locate in the City Center. The Chase Packet needs to communicate the story of Downtown Pueblo. A copy was provided to all Board members to look at and edit. This will be used by hotels, real estate brokers, and anyone

who would like to market Pueblo. The final draft will be a bi-fold with a folder, which is similar to that of Global Spectrum's marketing material.

Kaufman asked the Board to look over the draft that was provided to make suggestions. The suggestions need to be sent to Alfonso by March 29. The content is able to be changed, but the formatting cannot be changed. Markuson stated he would look at the statistical parts of the Chase Packet.

Website Update

The PCCP website, www.pueblacitycenter.com, has been moved to the County server. There is information that needs to be updated and there is also missing information. Input needs to be given from the Board prior to making any changes. Markuson stated that the website is currently a temporary link that is hidden from the public. To access this website, visit pueblo.org/pueblo-city-center. Markuson stated that photographs that are colorful and have activity (people) are needed for the website. Alfonso will email the PCCP website re-design notes to all Board members.

Support of those outside of area?

Kaufman raised the question of whether or not PCCP support those outside of the PCCP boundaries. It was suggested that PCCP not support any business or entity on the PCCP website or inserts. Willcox suggested that PCCP should promote in other aspects with respect to the City Center. Willcox also stated that it is the Chamber of Commerce's responsibility to promote Pueblo, not PCCP's responsibility. Markuson added that the City Center is PCCP focus.

OLD BUSINESS

Healy Update

John Schulz, a Healy Scholar, gave the update on the project the Healy Scholars are completing for PCCP. Schulz stated that they have run into some obstacles, but have finished the survey. They are currently obtaining more information and would be working in full force next week. The timeline for the completion of the project has been extended to the end of the summer due to the obstacles that arose.

Events Meeting Update

The Events Committee has held one meeting. The Spring Insert will be published April 4 and will cover most all of the events from the date of publication to the end of the first week in July. The insert will also include stories for major stakeholders in the Downtown area.

BID Update

Kaufman and Alfonso met with Louie Carleo, Jim Koncilja, and Joe Koncilja to talk about having a BID in place. They were all in favor of a BID. The BID will focus on maintenance and marketing as well as a capital projects.

Fast Track Business Assistance (handout)

The Fast Track Permit Types list was handed out to all Board members. At this time, this is all the information that has been received. Kaufman stated that there will be another meeting with all of the Fast Track contacts in the near future. The goal of this program is to shorten the turnaround time on building/redeveloping buildings in Pueblo.

NEW BUSINESS

ICSC

The ICSC will take place May 19-23, 2012 in Las Vegas, Nevada.

Display

PCCP will have a booth at which a display will be needed. The price on the handout is incorrect. Trigger was the least expensive at a cost of \$1,299 for all the items featured on the handout, an additional 10' x 10' Backdrop for \$150, and a Roll Up Banner for \$100. The total cost would be approximately \$1,550. The budget accounts for \$2,200 for the ICSC booth rental, part of which will be reimbursed by the City.

Attendees

Alfonso will be attending on behalf of PCCP, Kaufman on behalf of City Council, John Batey on behalf of PURA, Gary and Ida Anzuini as Pueblo developers, and Alan and Brian Lucas on behalf of Elk Valley. Help will be needed to man the booth. If anyone on the Board would like to attend, please contact Kristi Alfonso at 542-2577 or kalfonso@pueblourbanrenewal.org.

Fries motioned to approve the purchase of the booth and display items, Baker seconded the motion and the Board unanimously approved. The question of what will be featured on the display items was mentioned. The PCCP logo and any photos of Pueblo will be displayed. The Board unanimously approved the display items.

I-25

The Board unanimously decided that Alfonso should write a letter to CDOT taking a stand against the new proposal for the I-25 expansion. It was proposed that CDOT present at a PCCP meeting to address the Board and community concerns about the new proposal.

ADJOURNMENT

The meeting was adjourned at 5:05 p.m.