



Pueblo City Center Partnership Board Meeting  
 Thursday, April 19, 2012  
 Greater Pueblo Chamber of Commerce  
 Pueblo Cheer Conference Room  
 3:30 – 5:00 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Alan Lucas	Leslie Nazarrío	Kristi Alfonso	Ted Freeman	Matt Trujillo
Chris Markuson	John Carleo	Jami Baker	Bonnie Gill	Bob Nicholson	Edgie Walrath
Kyle Groves	Rochelle Spooone	Susan Fries		Caroline Parra	Jack Rink
Peggy Willcox	Russell DeSalvo			Amy Gasperetti	Jeff Bailey
				Jim Munch	Steve Nawrocki
				Kelly Grisham	Mike Wakefield
				Wade Broadhead	Patricia DeHerrera
				Dan Molello	Joe Herbrert

**WELCOME**

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:34 p.m.

**ROLL CALL**

**APPROVAL OF AGENDA**

Alan Lucas motioned to approve the agenda and John Carleo seconded the motion.

**APPROVAL OF MARCH 15, 2012 MEETING MINUTES**

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

Carleo stated that the PCCP Meeting Minutes will be posted on the website when it is live.

**PUBLIC PERCEPTION OF PCCP—ALAN LUCAS**

Lucas recommended having a formal talk about what PCCP is and how the group is received by other entities in the community. Items such as the mission and the relationship between PCCP and PURA need to be clarified. Lucas also recommended that these items be discusses with elected officials in order to gain support for the organization.

Carleo stated that transparency needed to be improved. Peggy Willcox agreed with this statement and added that people will find something to criticize PCCP about no matter what the circumstances. Kaufman stated that a presentation at a City Council meeting may help and could prove to be beneficial.

Kaufman gave a brief background of PCCP for the Board members and guests in attendance. PCCP is a four year old organization that has been dedicated to working on the Streetscape Guidelines with the City and formulating a

way to help Downtown become a vibrant and lively place for the community to visit. PURA played a huge part in organizing PCCP. PURA gave PCCP \$45,000 per year for 2011, first year, and \$25,000 and a staff person for 2012, second year. The PURA Board will have the option to keep funding PCCP at the end of 2012.

Kaufman stated that he would be addressing the PURA Board on Tuesday, April 24, or at the next work session, depending on personal matters. At this meeting, Kaufman will present PCCP and actions taken in order to draw partners from the Downtown area together.

## **FINANCIAL REPORT**

### **QuickBooks**

The Board packet included the General Ledger from PURA with the PCCP expenses for March 2012. (Available upon request).

### **Markuson Rule**

The question of whether the \$25,000 that came from the City of Pueblo should be given back was raised. Markuson stated that the perception of PCCP should be a good one. There was some conflict that came due to the first allocation of money from the City. City Manager, Jerry Pacheco, felt that PCCP was a good place for the City to invest money. Rochelle Spoons stated that if the money is given back, it will look as if the transaction was done in the incorrect manner from the beginning. It was again agreed that the perception needs to be a good one and there needs to be transparency within this organization.

Wilcox stated that PCCP needs to look at what the partnership can do for its partners and what it can receive from its partners as well. It is important to recognize our partners which have been involved in PCCP from the beginning. The health of our community depends on the City's core. Markuson stated that the partnership came from the need for Pueblo to strengthen its core. In addition, the partnership with PPAG has helped spur and sustain business on Union Avenue and Main Street through the First Friday Art Walk, which has helped create an active and vibrant community.

Carleo recommended that financials be posted on the website and delivered to City Council on a monthly basis.

## **PUBLIC COMMENT PERIOD**

Ted Freeman stated that there needs to be transparency in PCCP. He sees the organization as a spinoff of PURA, who he feels, has not been transparent. Information about PCCP needs to be given to the public and PCCP needs to be held accountable to the public. Freeman raised the question of where PURA obtained the money to contribute to PCCP. He stated that Pacheco has never given more than a few thousand dollars to any organization other than PCCP.

In response to Freeman's remarks, Markuson stated that PCCP is very thankful for any and all of the monetary help that every partner has been able to contribute toward the organization. He also stated that the PCCP is a volunteer board and that the organization is not a spinoff of the PURA board.

## **BOARD UPDATES**

### **PPAG**

Kristi Alfonso gave an update for PPAG since Susan Fries was unable to attend this meeting.

Alfonso attended the Creative Arts District Summit on behalf of PURA and PPAG. All of the Creative Arts Districts were brought together to attend workshops that were focused toward helping the Creative Arts Districts. Willcox added that the organizations on the Creative Corridor are all partners with PCCP.

Carleo added that PPAG now has an office in Legacy Bank. He also stated that the three Creative Arts Sub-Districts have been meeting and that there is good energy within these groups. Markuson mentioned that the Creative Arts District received an \$8,000 grant which will help create the brand of the Creative Arts District.

### **Sangre de Cristo**

Spoone informed the Board that the Ballet School has a performance on Friday and Saturday. The Center Stage series ends on May 10 and there are still tickets available. In honor of the Arts Center's 40<sup>th</sup> year in operations anniversary on June 1, the Arts Center has cut the yearly membership price to \$40 this year.

The Arts Center is looking to obtain space in Downtown to open an art store. This store would be staffed with artists. This would be greatly beneficial as the closest art and dance stores are in Colorado Springs. The Arts Center is hoping to have this space within the next 12 to 18 months.

### **Union Avenue Merchants Association (UAMA)**

Kyle Groves stated that UAMA will be working with PPAG for the May 5 Street Beat auditions. The auditions will be held on the Riverwalk from 4 p.m. to 8 p.m. Groves also stated that there will be a 2912 Extravaganza at the Railway Museum and vendor space is still available. Steven Smith was able to break the previously held world record of 24 hours for standing on a 42 inch ball. He stood on the ball for a total of 24 hours and 59 minutes and has received his place in the *Guinness Book of World Records*.

### **Pueblo Downtown Association (PDA)**

Willcox stated that the PDA is working with the Pueblo Historical Society to complete the historic Pueblo calendar for 2013. The PDA has a few discount cards left that are good through September. Dancing with the Pueblo Stars will take place on August 11.

### **Mesa Junction**

Carleo stated that Mesa Junction has been attending the Creative Arts District meetings. He also mentioned that the Firehouse Museum on Broadway will have an open house on May 18 and 19.

### **PCCP COORDINATOR REPORT**

Alfonso attended the PCCP Events Committee meeting, the Creative Arts District's initial districts meeting, Latino Chamber Luncheon, Fast Track meeting, Creative Arts District Summit, and the Sub-Division Review meeting. She met with Margaret Ward-Macias from the PDA. They spoke about the promotion called Mom's, Memories, and Money, which is similar to the promotion that took place during the holiday season, Gifts Galore. Alfonso will be holding the Pueblo Representative position for the Urban Innovation Coalition.

### **Bank Account**

The bank account at Legacy Bank is now open. Kaufman, Markuson, and Spoon will all be signers on the account.

### **501c6 Discussion**

Alfonso will be signing off on the 501c6 paperwork as well as the Bylaws tomorrow, April 20. Carleo stated that PCCP needs a treasurer. Wilcox motioned that the Secretary also hold the position of Treasurer and DeSalvo seconded the motion. It was also stated that the Bylaws should say "Chair" in place of "President" and "Vice Chair" in place of "Vice President."

### **I-25 Letter**

Kaufman stated that Alfonso will compose a letter stating the position that PCCP holds on the proposed I-25 changes and submit to CDOT. She will also send a notification to the PCCP group stating when CDOT will be at the City Council meeting so Board members and community members can be present and voice their opinions.

### **OLD BUSINESS**

#### **Healy Update**

Mike Wakefield gave an update on the project the Healy Scholars have been working on. Out of the six Healy Scholars, five have been working on this project. There was a slow start due to waiting on approval of items, testing the instrument being used, and having inconsistent lists from Markuson. The Healy Scholars have had to do

a reverse look-up to retrieve information so the outreach by telephone can begin. The Healy Center is currently looking to fill summer positions. The full report will be complete by mid-summer. Kaufman stated that Dan Molello will be the contact for the Koncilja properties and Louie Carleo will be the contact for his properties.

### **Fast Track**

The Fast Track Business Assistance Program group met two weeks ago. The Fast Track program will provide incentives for entrepreneurs looking to open their business in Downtown Pueblo. This program will help break down any miscommunications that may occur at the beginning of the process rather than in the middle or the end. Markuson stated that the National League of Cities has a similar program that helps solve problems through encouraging businesses and government officials' correspondence.

Kelly Grisham stated that the Streetscape Guidelines are 99% complete and will be presented to City Council in the near future. Kaufman stated that the Streetscape Guidelines are for the City and will be presented to be approved for requirements that are necessary. The Design Guidelines are suggested where as the Streetscape Guidelines will be required. Willcox stated that it would be beneficial for the Creative Arts District to be aware of the Streetscape Guidelines.

## **NEW BUSINESS**

### **ICSC**

The ICSC Conference will be in Las Vegas in May 19-23. A list of the top 10 retailers that the group going wants to speak with has been put together.

#### **Display**

Two booths were purchased as well as a display. Proofs were not available at the time of the meeting, so Alfonso will send a copy of the proofs to the PCCP group when they come in.

#### **Attendees**

There will be eight people attending the conference: Alfonso on behalf of PCCP; Kaufman and his wife, Shannon, on behalf of City Council; John Batey on behalf of PURA; Gary and Ida Anzuini as Pueblo developers; Alan and Brian Lucas on behalf of Elk Valley.

#### **Handouts**

Alfonso will be taking the PCCP information brochure, Chase Packet, and salsa to handout. The Chase Packet explains why developers should choose Pueblo as well as how Pueblo works.

## **PURA**

### **Board Meeting**

The PURA Board has asked PCCP to present at an upcoming work session. The date and time will be provided at a later date. Kaufman urged the PCCP Board to be in attendance.

## **ADJOURNMENT**

The meeting was adjourned at 4:53 p.m.