



Pueblo City Center Partnership Board Meeting
Thursday, May 17, 2012

Pueblo Convention Center, C-East
3:30 – 5:00 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Alan Lucas	Leslie Nazarrio	Kristi Alfonso	Ken Williams	Alvin Rivera
Chris Markuson	John Carleo	Jami Baker	Bonnie Gill	Valerie Sword	Kelly Grisham
Rochelle Spooone	Peggy Willcox	Kyle Groves		Cheyenne Motto	Dalton Sprouse
Susan Fries		Russell DeSalvo		Gary Anzuini	Caroline Parra
				Brock Neely	Brian Hoffman
				Don Bruestle	Heather Poole

WELCOME

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

ROLL CALL

APPROVAL OF AGENDA

Chris Markuson motioned to approve the agenda and Rochelle Spooone seconded the motion.

APPROVAL OF APRIL 19, 2012 MEETING MINUTES

Markuson motioned to approve the April 19, 2012 Meeting Minutes and John Carleo seconded the motion.

FINANCIAL REPORT

Kristi Alfonso stated that the Profit & Loss statement was included in the Board packet along with an Expense Report. Without Pueblo Urban Renewal Authority’s (PURA) funds, the PCCP bank account currently has a balance of \$26,456.92. Alfonso stated that Christine McCarthy, PURA’s Finance Director, stated that the funding will be coming in within the next few weeks for the PCCP to deposit. The reports will be updated after the funds are received. The Expense Report shows the only cost that was associated with the Spring 2012 insert as \$262.51 after advertising space was sold. The Profit & Loss statement shows a charge to Legacy Bank CC, which is the credit card associated with the bank account. A Budget-to-Actual Cost Report will be provided for future meetings.

PUBLIC COMMENT PERIOD

Alvin Rivera stated that he has the concern with the process in which \$25,000 was given to PCCP on behalf of the City. His major concern was whether or not PCCP should return the money to the City. Rivera also stated that he wanted to learn more about the organization. Kaufman offered Rivera a meeting with himself and Alfonso to discuss the history and intended purpose of PCCP. Alan Lucas responded to Rivera’s concern by agreeing that transparency is a must and that the organization is working to streamline development in the City Center. Lucas asked Rivera for suggestions on how PCCP could increase interest in the organization while being transparent since

PCCP has decided to forego membership fees. Rivera stated that the organization should raise funds in the same manner as other non-profit groups by public and private investment, not at the expense of public resources. Gary Anzuini stated that the initial investment that the City provided will be paid back in the form of tax revenue once businesses and developers invest in the City Center.

BOARD UPDATES

PPAG

Susan Fries informed the Board that the Creative Arts District will meet in Salida this coming weekend and Fries will be given more information about the State Technical Assistant Package. PPAG and PCCP will be able to collaborate using the Technical Assistance Package. Alfonso and Fries met about signage, which is at the top of the action list for the Creative Arts District. Alfonso, Kaufman, Carleo, and Fries met with a business owner who is interested in opening a location in Downtown Pueblo. The vision of the Creative Arts District, the branding, and how it will work to the benefit of PCCP and PPAG will be discussed at a later date. Sunday activities will begin in May and run through October in the three sub-districts.

Sangre de Cristo Arts Center

Spoone stated that the unveiling of The Third Place in the Hoag Studio. This studio gives the community a chance to interact with local emerging and distinguished contemporary artists. The 40th Anniversary Gala will be held on June 1, 2012 starting at 6 p.m. To purchase tickets, visit the front desk at the Arts Center or the Arts Center's website.

Union Avenue Merchants Association (UAMA)

Alfonso gave an update for UAMA since Kyle Groves was unable to attend this meeting.

Alfonso spoke with the UAMA about how PCCP can help this organization. One suggestion was to have a guest speaker, Jeff Miller, talk to the merchants about social media and how to attract new customers and keep current customers with no cost to them. This event will also be open to the community. Caroline Parra stated that the Small Business Development Center provides seminars and information concerning social media several Tuesday nights throughout the summer at the Occiato Theater on Pueblo Community College's campus. Peggy Willcox stated that she would try to get an article in the PDA's newsletter.

Pueblo Downtown Association (PDA)

Willcox stated that the Historic 2013 calendar is at the printer and will be available in July or August to purchase from local merchants. Dancing with the Pueblo Stars will take place on August 11. Art and Soul Street Gallery will be hosting artists at the 5th and Main Espresso Bar and Café the second Friday of every month, called the Second Friday Art Talk, to bring more people into Downtown. Business After Hours will take place tonight at Gateway Park.

Mesa Junction

Carleo stated that Mesa Junction Merchants Association is reorganizing with the help of the Creative Arts District meetings.

PCCP COORDINATOR REPORT

Alfonso attended numerous events. The Events Committee meeting has organized a "Welcome to Pueblo" event for CSU-Pueblo students on August 25 with PDA, PPAG, HARP, Pueblo Convention Center, Sangre de Cristo Arts Center, and the Greater Pueblo Chamber of Commerce. This event will include a scavenger hunt, food, music, and free boat rides.

Insurance Quotes

Alfonso and Christine McCarthy, PURA Finance Director, summarized the quotes from three insurance companies that will have to be purchased since PCCP is a separate organization from PURA. The question of where the funding for insurance will be taken from the budget was raised. Alfonso stated that the budget may need to be

reorganized to better fit the needs of this organization. Alfonso also mentioned that the policy can change after one year. Markuson motioned to approve the contact with Centennial Insurance, Spooone seconded the motion, and all were in favor.

BID Consulting

Alfonso met with Caroline White who recommended Ricker/Cunningham or PUMA for BID consulting. Alfonso stated that both of these companies have been helpful in providing information. A price cannot be given without having a boundary established. PUMA was involved with the Downtown Grand Junction Partnership BID, which provided an idea of how much it may cost, though it was a few years old.

Markuson asked that the Board be given an overview of a BID area and what PCCP would have to do. There will be a charge for any consultation. Fries stated that the Technical Assistance Packet includes 30 hours of consulting time that may be shared with PCCP and the Creative Arts District. Kaufman stated that Ricker/Cunningham previously worked with the Leland Group and were a consultant on the RTA which may help get the pricing on consultation lowered.

Urban Innovation Network

Alfonso mentioned that there has been talk about a project in Pueblo and at the State level. A report is due to the State at the end of the month.

OLD BUSINESS

Healy Update

There has been very little contact from Mike Wakefield, Director of the Healy Center, about the residential study. Kaufman has started working on the survey without the help of the Healy Center. Markuson stated that this study will look at the information the County Assessor provides as well as obtain information that is not provided by the County Assessor.

NEW BUSINESS

Sub-Committees

Markuson stated that additional help from partners will be needed in order to start working towards PCCP initiatives. Sub-committees should be established with regular meeting times. The Events/Promotions Committee meets every third Wednesday of the month or as needed. Fries will chair this committee. Lucas will chair the Fast Track Committee and Markuson will chair the Downtown Inventory Committee. The Executive Committee will be comprised of Alfonso, Markuson, Kaufman, and Spooone. Lucas motioned to approve these committee appointments, Spooone seconded and all were in favor. The meeting dates and times will be given to Alfonso so she can relay this information to the entire PCCP group.

Leadership Pueblo Discussion

Dalton Sprouse presented Leadership Pueblo's project to the Board. The project is bringing CSU-Pueblo students to Downtown via a van. This van will have a decal with advertisements and promotions from entities in the PCCP boundary. Sprouse asked that the Board consider PCCP becoming a partner with Leadership Pueblo since the organization will be one of the major beneficiaries of this project. Kaufman asked about the participation rate from campus to which Sprouse replied that there is a recruitment tool to help the CSU-Pueblo students become excited about this project. CSU-Pueblo will have control of the route, which will operate Thursday to Sunday during prime hours, approximately 5 p.m. to 10 p.m. and possibly daytime weekend hours. The deadline for the project is the beginning of CSU-Pueblo fall semester. Kaufman and Markuson asked that a business plan and budget as well as any other relevant paperwork be provided to the Board prior to making a decision. This discussion was tabled until the next meeting.

New Boundary Map—Pre-Approval/Business Outside of Boundary Discussion

The first draft of the proposed boundary map was given to the Board to review. It is color coded to coincide with listings of restaurants and retailers within the boundary area. This boundary map will also be the same boundary

for the BID area. The BID area should be the smallest possible area to maintain, but still large enough to benefit from taxes and other revenue avenues. Questions will be brought and answered at the next meeting.

Chase Packet—Sell to Organizations/Agencies?

The question of whether the Chase Packet should be sold to other organizations was raised. The cost to print one Chase Packet is 90 cents. It was decided unanimously by the Board that the Chase Packet should not be sold, but should be saved for economic development and developers who are serious about locating in Pueblo.

Sponsorship Pueblo Symphony—July 4th Event

PCCP was asked to help sponsor the Pueblo Symphony for the July 4th event on the Riverwalk. It was decided that the budget does not allow the organization to sponsor the Pueblo Symphony at this time.

Alfonso will look at reformatting the budget and will bring it to the next meeting.

ADJOURNMENT

The meeting was adjourned at 5:20 p.m.