



Pueblo City Center Partnership Board Meeting  
 Thursday, June 21, 2012  
 Greater Pueblo Chamber of Commerce, Third Floor  
 3:30 – 5:00 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Susan Fries	Leslie Nazarrio	Kristi Alfonso	Cherie Sather	Kelly Grisham
Chris Markuson	John Carleo	Kyle Groves	Bonnie Gill	Bob Nicholson	Woody Percival
Jami Baker	Peggy Willcox	Russell DeSalvo		Don Bruestle	Julie Ann Woods
		Rochelle Spoone			
		Alan Lucas			

**WELCOME**

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:42 p.m.

**ROLL CALL**

**APPROVAL OF AGENDA**

Jami Baker motioned to approve the agenda and John Carleo seconded the motion.

**APPROVAL OF MAY 17, 2012 MEETING MINUTES**

Chris Markuson motioned to approve the May 17, 2012 Meeting Minutes and Baker seconded the motion.

**FINANCIAL REPORT**

The \$25,000 that PCCP was waiting to receive from Pueblo Urban Renewal Authority (PURA) have been placed in the bank minus the expenses that were paid by PURA prior to PCCP having a bank account. The remaining funds totaled \$16,672.20. The PURA Expanded General Ledger, included in Board packets, shows all of the expenses PURA paid on behalf of PCCP prior to the establishment of a bank account. Kaufman asked that the budget be adjusted to show the \$25,000 from PURA as a line item and the expenses placed under each account.

**PUBLIC COMMENT PERIOD**

Julie Ann Woods wanted to make the Board aware that the City and County are starting to work on the new Comprehensive Plan Update. The Comprehensive Plan is a guiding document that identifies location and reasons for development in a specific area. The last Comprehensive Plan was adopted in 2002. The funding may be available during 2013-2014, but may be available earlier. There is a committee comprised of City and County planning staff as well as a secondary committee that will be comprised of the community and developers. The Comprehensive Plan update includes discussions about transportation and can include recommendations of development.

## **BOARD UPDATES**

### **PPAG**

Susan Fries asked that the Board Update name PPAG be changed to Creative Corridor on future agendas. Mesa Junction and Union Avenue will be hosting Summer Sundays this coming weekend. The tax revenue is being tracked in businesses in these areas to see if the event is bringing in more community members. The Grand Opening of the Creative Corridor is planned tentatively for October 5<sup>th</sup>.

### **Sangre de Cristo Arts Center**

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

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

Peggy Willcox stated that Music 'n Munchin' will be held for the next two Fridays from 11:30 a.m. to 1:30 p.m. The attendance thus far has been fairly well. There has been and will be live music and food available for purchase at this event.

### **Mesa Junction**

Carleo stated that July 8<sup>th</sup> will be the Second Sunday event. The Mesa Junction group is excited for this event to take place in the area.

## **PCCP COORDINATOR REPORT**

Kristi Alfonso included pictures of the booth at ICSC in the Coordinator Report. Alfonso stated that approximately 70 Chase Packets were handed out as well as approximately 200 jars of salsa. There were a number of contacts that were made at the ICSC Conference and Alfonso will be sending letters to those contacts next week. Alfonso has been working on relationship building with merchants on Union Avenue and to spread the knowledge of PCCP. She will be doing relationship building with other areas in downtown once she has finished Union Avenue. In Pueblo Magazine will have a spotlight piece about the organization in the July/August edition. Alfonso spoke with CDOT about interstate signage. The cost of the signage is \$1,500 per logo per year. The email correspondence and map are included in the Coordinator Report. CSU-Pueblo and Pueblo Community College "Discover Pueblo City Center" event will be held on August 25 from 6-10 p.m. This event will help introduce college students to the Pueblo community. PCCP and the Pueblo Marriott are partnering to host a monthly "Coffee and Chatter" gathering for small businesses, merchants, and interested individuals within the City Center to provide networking, relationship building, and partnering opportunities. The first "Coffee and Chatter" will take place at the end of July. The Pueblo Marriott will provide all of the coffee for this event at no cost to PCCP. Alfonso met with the Interim City Manager Jenny Eickelman, Scott Hobbs, and Jeff Bailey to continue the development of incentives for businesses and the Fast Track business flow chart/process.

Alfonso is collecting email lists of members within other organizations in the downtown area. Please email those lists to Alfonso at [kalfonso@pueblourbanrenewal.org](mailto:kalfonso@pueblourbanrenewal.org). It was mentioned that information about downtown should be placed at Pueblo Lake State Park to raise awareness of the downtown area for visitors to the State Park. There was a suggestion to take place in other expos such as the ICSC, but on a smaller scale, so that the display items that were purchased for ICSC can be put to use and to spread knowledge about Pueblo.

## **OLD BUSINESS**

### **Healy Update**

Kaufman stated that the Healy Scholars are currently on summer vacation. They will be meeting with Dan Molello at 10 a.m. on July 2 at Molello's office at Jones-Healy to start working on the survey. The sub-committee will meet again after this meeting with Molello to evaluate the downtown inventory.

### **Trolley Update**

The purchase of the trolley has been postponed to 2013 and the trolley will begin operations in 2014. Options for the hours of operation will be looked at in the near future.

**New Boundary Map**

Kaufman asked to Board to take a look at the new proposed boundary map. The black line is where the proposed boundary would fall and the red dotted line was the original boundary area. The new boundary should be kept as small as possible, but large enough to create a good amount of cash flow for the BID area, if and when this happens.

**Red Line**

Dalton Sprouse presented the Red Line to the board during the May meeting. Kaufman stated that he was not comfortable at this time to sponsor the Red Line.

**NEW BUSINESS****Events Committee****New Budget**

Kaufman stated that Jessi Ones, former PURA Communications Director, created the current PCCP budget when the organization was first starting. He feels that there needs to be a budget restructuring that is a better fit with PCCP and the mission of the organization. A draft of the proposed budget restructuring, where some items were added and some removed, is included in the board packet. This proposal makes the budget line items more general which will give the board the opportunity to look at each item individually. Further discussion about the budget restructuring was tabled until the July meeting.

The concern of how the budget reflects if PCCP is reaching the goals of the organization since there is no strategic plan was raised.

**Small Business Incentives Meeting****Website Update**

The website is starting to slowly come together. Kaufman urged the board to look at the website and email any changes to Chris Markuson, Kristi Alfonso, or Bonnie Gill.

**ADJOURNMENT**

The meeting was adjourned at 4:56 p.m.