



Pueblo City Center Partnership Board Meeting  
 Thursday, July 19, 2012  
 Pueblo Convention Center, Heroes Pavilion  
 3:30 – 5:00 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Susan Fries	Kyle Groves	Kristi Alfonso	Kelly Grisham	Lynn Clark
Alan Lucas	John Carleo	Chris Markuson	Bonnie Gill	Julie Ann Woods	Don Bruestle
Jami Baker	Peggy Willcox			Caroline Parra	Michael Hartkop
Leslie Nazarrío	Rochelle Spooone			Steve Nawrocki	Bob Nicholson
				Ken Williams	Cherie Sather
				John Batey	

**WELCOME**

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order 3:38 at p.m.

**ROLL CALL**

**APPROVAL OF AGENDA**

Kaufman amended the agenda to add Pueblo County Discussion under the Financial Report section. Alan Lucas motioned to approve the agenda and John Carleo seconded the motion.

**APPROVAL OF JUNE 21, 2012 MEETING MINUTES**

Jami Baker motioned to approve the June 21, 2012 Meeting Minutes and Rochelle Spooone seconded the motion.

**FINANCIAL REPORT**

Two financial statements were included in the Board Packets: Actual vs. Budget and Profit Loss Detail. This was at the request of the Board that all details of expenses paid by Pueblo Urban Renewal Authority (PURA) are shown in the Financial Report. Currently, there is approximately \$40,000 in the PCCP checking account.

**Budget Adoption**

At this time, the organization is not in a position to offer sponsorships. The original budget has line items for sponsorships, but at this time the PCCP will not offer sponsorships to specific organizations. The largest changes to the budget were to the categories and the allocation of funds to each category. By placing several line items into a larger category, the Board will be able to approve or deny each item or proposal as it comes before the Board rather than having specific amounts for each organization. Kristi Alfonso’s salary is being paid by PURA, which is why it does not appear on the budget. Spooone motioned to approve the Updated Budget and Baker seconded the motion, all were in favor. Carleo motioned to accept the revised budget and Nazarrío seconded the motion.

It was suggested that a policy be put in place that allows Alfonso to spend funds on office supplies, but will bring sponsorship and donation requests to the Board for approval. PCCP is not in the business of giving donations and sponsorships to specific organizations, but funding may be given to events that represent the City Center.

### **Pueblo County Discussion**

Alfonso and Kaufman met with County Commissioners to introduce them to PCCP. A letter requesting funding for the first three operating years of the trolley will be sent to the County Commissioners. The BID proposal may be able to help with this funding, but the County may also be able to help. A letter may also be sent to the City, as well as the County, requesting funding for the trolley since PCCP is working to help the development and redevelopment of the City Center. The trolley routes may be changed from routes that were shown in the past.

### **PUBLIC COMMENT PERIOD**

Lynn Clark, HARP, stated that approximately 8,000 people were admitted to the Rollin' on the Riverwalk 4<sup>th</sup> of July event. This number does not include children. It was estimated that 10,000 people were outside the gates for this event also.

### **BOARD UPDATES**

#### **Creative Corridor**

Susan Fries informed the Board that the Grand Opening of the Creative Corridor will take place on October 5<sup>th</sup>. There will be a planning date on August 1 from 4-5 p.m. at the Arts Center. There will be numerous ribbon cuttings throughout the Creative Corridor on October 5<sup>th</sup>.

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

Spoone stated that Festival Fridays will take place tomorrow, July 20<sup>th</sup>, in the Hoag Studio. A kinetic sculpture is being constructed and the dedication ceremony for the sculpture dedicated to Maggie Divilbliss will take place at 5 p.m. on August 17<sup>th</sup>.

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

Kyle Groves resigned as the UAMA chair. It is still in discussion whether this group is going to cease or if someone else will take the chair and keep running UAMA.

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

Peggy Willcox stated that the PDA has three new board members. Discount cards for 2012-2013 will be issued beginning in September. The 2013 calendars are complete and will be available at select merchants as well as at the PDA office.

#### **Mesa Junction**

Carleo stated that the Second Sunday in Mesa Junction went great, but there was a decrease in traffic from the first Second Sunday that was held. The Kid's Day Parade will take place on September 1<sup>st</sup>. The streams of income for Mesa Junction have traditionally come from three sources, but this will be changed next year. Mesa Junction is looking for sponsors for next year. Carleo mentioned that though this group is dormant, there continues to be a vast amount of activity in this area.

### **PCCP COORDINATOR REPORT**

During the June meeting, Woody Percival suggested Alfonso contact Gena Rose with KIQ'N Country 106.9 and Majic 102.3 (FM) to create a PSA announcement about PCCP. Alfonso also talked with the Operations Manager at Lake Pueblo State Park about advertising the City Center to bring traffic from visitors at the State Park. Alfonso stated that she looked at local ICSC type of conferences and will bring those to the Board as they arise so the Board can make suggestions as to which conferences she should attend.

There was a Fast Track meeting held in which it was decided that PCCP and the Fast Track Business Assistance Program will focus on smaller businesses that are not able to hire "professionals" to help them. Boulder has a

similar program and their website has great information and resources that PCCP may be able to utilize. Alfonso is looking into creating an ID card that potential businesses will be able to show if they have an interest in the area and this will help eliminate the hassle of starting a business. Details will be provided once it is finalized.

The Healy Scholars have developed an electronic data collection system that is being administered to property owners and tenants of properties in the Downtown area. The Streetscape Design Standards are approximately 70 percent complete. Kaufman was interviewed by Peter Roper with the Pueblo Chieftain about the Chase Packet. This article will run in the Sunday Editorial Section and will help generate positive press for the organization. In the July/August issue of InPueblo Magazine there is a feature story about PCCP.

Big Talk Small Business will take place on August 16 from 8 a.m. to 9:30 a.m. at the Pueblo Marriott restaurant. This event is designed to bring businesses together to build relationships. The "Welcome to the City Center" event will take place on August 25 from 6 p.m. to 10 p.m. on the Riverwalk. Merchants will have extended hours and student discounts. There will be a scavenger hunt that will encourage students to set foot in downtown businesses.

The Fall Insert in the Pueblo Chieftain will be published on August 22 and will be available in the *Beyond the Fold* section September 5. The Chieftain provided discounted advertising rates for full color advertisements. The Convention Center has donated a display case for PCCP to put items in. If you have any suggestions, please contact Kristi Alfonso.

## **OLD BUSINESS**

### **New Boundary Map**

The discussion of the new boundary map will be tabled until the entire Board is at the meeting and since it will only be a tentative map until the BID is established.

### **Healy Update**

### **Events Committee**

The next Events Committee meeting will be held next week. Alfonso will send out details.

### **Fast Track Business Assistance Program**

### **Website Update**

The calendar is up and running. A few pages have been chosen to be eliminated from the website due to the amount of maintenance the pages required. If there are any changes or suggestions, forward those to Kristi Alfonso or Bonnie Gill.

## **NEW BUSINESS**

### **Letters to LePeep**

The letter to LePeep is a general format of a letter that will be sent out to prospective businesses that will help bring new retail to Pueblo. The letter will be sent out with a copy of the Chase Packet to the prospective businesses. Suggested changes by the board will be made to the letter. A follow-up letter will also be sent out to the businesses which this letter is sent.

### **New Board Member**

Russell DeSalvo has resigned from the PCCP Board. Bring recommendations for new board members to Alfonso.

## **ADJOURNMENT**

The meeting was adjourned at 4:45 p.m.