



Pueblo City Center Partnership Board Meeting  
 Thursday, December 19, 2013  
 Thatcher Building Board Room Lower Level  
 3:00 p.m.-4:30 p.m.

MEMBERS PRESENT	MEMBERS ABSENT	STAFF PRESENT	GUESTS
Chris Kaufman Chris Markuson John Carleo Peggy Willcox Rochelle Spoone Mike Hartkop Deanne Gebo	Cheyenne Motto Josh Cooley	Kristi Alfonso Brittany Gutierrez	Jim Munch Bill Zwick

**WELCOME**

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:01 p.m.

**ROLL CALL**

**APPROVAL OF AGENDA**

Chris M. motioned to approve the agenda and John C. seconded the motion.

**Added Bill Zwick to agenda to speak on the Our Town Grant**

**Chris & Rochelle motion ---all in favor**

**APPROVAL OF OCTOBER 17, 2013 MEETING MINUTES**

Chris M. motioned to approve the October 17, 2013 Meeting Minutes and Mike H. seconded the motion.

*Motion Unanimously Approved*

**FINANCIAL REPORT**

The current balance of the Pueblo City Center Partnership account is 46,012.59. Kristi discussed the profit and loss detail, and went through the details with the board on what each expenditure for the past month. Expenditures included print materials, consulting, and sponsorship for the Parade of Lights and Pueblo Arts Alliance.

**PUBLIC COMMENT PERIOD**

**PCCP DIRECTOR REPORT**

Kristi provided the board with a board packet prior to the meeting and asked the board to review the director's report. She touched on that PUMA will be returning to Pueblo on January 28-30<sup>th</sup> to meet with property owners.

She discussed that the Gifts Galore and City Center Cash had 1800 people registered for the promotion. She also discussed with the board that 18-20 businesses participated in the Window Decorating Contest.

Chris Kaufman wanted to ask about the light parade, and if there is a date set for next year. Chris K. would like to know if they could move the lights parade, and why shop small business Saturday. Chris K. wonders if businesses are struggling because they can't stay open during the time of the parade. The board would like to see if it is possible to be coordinating the lights on the Riverwalk with the parade of lights. The city center mission is to capture the downtown as whole rather than just parts, we need to have merchant participation as well. Chris K asked for Kristi to get involved with trying to work on this parade of lights situation to help businesses that could be struggling with having to close early or receiving no business in their area.

Bill Zwick offered someone from the City Planning department to be on the board as representative from planning.

## **NEW BUSINESS**

### **Bill Zwick—Our Town Grant**

Bill Zwick presented to the board about a project regarding a proposal for an Our Town Grant for \$150,000. This is a national art award grant that must have a 50% match. The grant already received the \$75,000 match for the grant from a grant from DOLA. The overall project from \$75,000 would go to updating projects, Creative Corridor, Union Ave., Mesa Junction, downtown, to 6<sup>th</sup> or 7<sup>th</sup>. This project would be used to take the framework plan, relook at it, and update to create a new master plan that would include the Creative Corridor. Bill wanted to approach the board about the grant and provide more information about the grant regarding what the planning money will go to including hiring consultants. The project is 3 tiers, an arts and marketing survey, master plan which includes a business plan that identifies a strategic items that need to happen, and a vision for place making for the corridor including what an art walk would look like. The timeframe for the grant is due January 14<sup>th</sup>, however they are requesting the grant is received 10 days in advance. They have already sent a resolution to city council to submit this grant, the city is already accepting the \$75,000 grant if they do get the Our Town Grant. DOLA has stated that if they do not receive the grant, they will still give the \$75,000 for a downtown project. The start of the project if they do receive the grant is September 2014 and lasts for 2 years.

Mike Hartkop would like to know if this grant will be affected by the work that will be done at Central Plaza and if it will be compatible. Bill states that the Central Plaza project will work well with the project from the grant and they will be incorporated together.

Chris K. addressed Bill about why they are working on grants that are going toward planning rather than actual implementation costs. Bill responded that planning is important due to needing to update projects and they are taking advantage of the funding. Zwick stated that this plan is something that will set them apart so that they can receive the grant and utilize in the future. Chris M. states that with planning it will bring together little fundamental items into one guiding plan that will allow for information that will help build Pueblo.

Chris M. would like to make a motion to endorse the Our Town Grant and John C. seconded the motion

*Motion Unanimously Approved*

### **City Volunteer/Streetscape Program**

Chris K. discussed that the city volunteer resigned from their position, and left some momentum going. There are areas that have adopted streetscape. He wants to know if the City Center take on the responsibility of overseeing the downtown part of the adopt-a-streetscape program. He wants to ensure that those who have adopted a streetscape remain participating once their signs are up. Chris K. would like for the groups to be engaged in their adoption by donating their time to clean up areas. He would like for a contact person to those who have already adopted through emails and postcards. Chris M. states that if there is sufficient enough volunteers now, than the program would help strengthen the case for a BID.

Kristi stated that Bill Zwick has a database to get volunteers, she also presented a possible ambassador program, and the coordination of the program will not be difficult.

Chris K. that they have developed information that they will provide to the adopters that will inform them what they can do seasonally in the areas they have adopted.

Bill Zwick stated that Kristi can contact Brad Vicksler from Parks and Recreation on the information on who adopted the streetscape application and provide a database of adopters and people willing to clean areas.

Mike H. wanted to know if the City of Pueblo is supposed to clean, Chris K. stated that the curb to the street is the City side, and curb to sidewalk and gutters are private sectors job to clean.

Chris M. asked if we anticipate costs for this program, the costs are generally for bags, vests, and tools. Some of these items have been donated and could be made available.

Chris M. is in favor for this if there are materials available until the BID comes up, if this does not pass, he is not in favor.

Chris K. would like to talk further in January on this program.

### **2014 Projected Budget**

Kristi discussed the budget, she mentioned the \$6,500 under the Streetscape line item will be going to the watering to hanging plants and stated that we were asked to add the watering of the hanging baskets onto our budget previously.

Chris K. would like to talk about the streetscape responsibilities in January.

The board would like to decrease the \$1,400 under Administrative for Kristi's phone to \$1,100.

Chris K. would like for \$10,000 in grant money be added that we felt would be good to match for the future of writing grants. Chris M. would like to set a standard and help Kristi write grants. Chris M. would like to do something small like the garden show grant and shoot for \$8,000.

Deanne would like to bring plants into the next meeting to show how we can save \$15,000 on watering plants under the Streetscape line item.

Chris M. would like to cut the Promotional Materials back to \$5,000 from the \$10,000. Chris M. would like to make our budget much tighter next year.

Chris K. would like to move the \$5,000 to Public Relations from the \$5,000 taken out of Promotional Materials.

### **Presentation from Intern Brittany-Integrated Marketing Campaign for PCCP**

Intern Brittany made a quick presentation on a class assignment to develop a marketing campaign. The campaign was directed at marketing the City Center area. Presentation will be sent by email to the board, and can be made available by request.

### **PCCP Annual Meeting January 16th**

The current PCCP meetings are held on the third Thursday of every month, Kristi asked the board if this would work for the annual meeting in January later in the afternoon at the Thatcher Building. The board would like to move it to January 9, 2014 at 2:00-5:00 meeting with refreshments.

### **Downtown Mobile App**

Rich Warner at PEDCO gave Kristi information about doing a downtown mobile application for Pueblo. Information was provided to the board in the packets about what the application entails. It would be a \$4,000 cost to get an application that features downtown. If the board would like idea, Kristi can have someone come in and give a presentation about the application. The board does not feel that this application is not necessary at the moment and that the BID will help this. The board would like to push this discussion back to after the BID passes.

**OLD BUSINESS****BID Update-PUMA 3<sup>rd</sup> Site Visit**

We got the approval of the pricing from the 2<sup>nd</sup> meeting, and Chris M. is putting the pricing on all the properties that he will present at the next meeting. This meeting is where the properties that are determined in or out are in the BID.

**Downtown Sandwich Board Signs**

Follow up of the October meeting regarding Mike's sandwich board. Kristi spoke with Chris K about how they could help with this situation and they would need to get a resolution passed through City Council in a certain area to get sandwich board for businesses downtown. You must just get 4 counts from the City for this to pass. The signs must ensure they are safe, clean, and uniform. Chris K. would like to take our banners one step further, instead of an arrow, but put businesses directing to that area. Chris M. would like to have Kristi draw on a map where sandwich boards would be appropriate for businesses and if they meet the guidelines. Chris K. would like to look through the streetscape guidelines to see where sandwich boards fit in currently and amend the guideline if it is addressed. Chris K. would like for Mike to create a proposed resolution that he can present to council.

**ADJOURNMENT**

The meeting was adjourned at 4:47 p.m.