



Pueblo City Center Partnership Board Meeting  
 Thursday, January 9, 2014  
 Sangre De Cristo Art Center Conference Room  
 2:00 p.m.-5:00 p.m.

MEMBERS PRESENT	MEMBERS ABSENT	STAFF PRESENT	GUESTS
Chris Kaufman Chris Markuson John Carleo Peggy Willcox Rochelle Spoone Mike Hartkop Deanne Gebo Josh Cooley	Cheyenne Motto	Kristi Alfonso Brittany Gutierrez	Ted Freeman Dan Molello Dominic Gallina Edgie Walruth Kim Arline Lee Gladney Caroline Trani John Batey Gary Micheli

**WELCOME**

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 2:03 p.m.

**ROLL CALL**

**APPROVAL OF AGENDA**

Peggy W. motioned to approve the agenda and Rochelle S. seconded the motion.

Chris Kaufman would like to amend the agenda to add under the City Center Relationships line item our print documents and what needs to be kept or get rid of it.

Chris M. motioned to approve the amended agenda and Rochelle S. seconded the motioned  
*Motion Unanimously Approved*

**APPROVAL OF DECEMBER 19, 2013 MEETING MINUTES**

John C. motioned to approve the December 19, 2013 Meeting Minutes and Rochelle S. seconded the motion.  
*Motion Unanimously Approved*

**FINANCIAL REPORT**

Kristi went over the financials since the December 19<sup>th</sup> meeting. She informed the board that the current balance is \$45,837.20. Expenses paid in the month of December totaled at \$175.39. Kristi also informed the board that the portion of money from the City of Pueblo will be coming in January and the money that will be received from PURA will be coming in April.

Board would like for Kristi to send them a finalized 2014 budget this week. John would like a copy of the 990 for the 501c6 that was filed this week

### **2014 STRATEGY DISCUSSIONS**

Chris Kaufman led the 2014 strategy discussions by reviewing what the City Center objectives are and to review if City Center fulfilled these objectives in 2013. Chris K. would like for the organization to look at what they need to for City Center in 2014 that they did not do in the objectives in 2013, and what they may add.

John C. believes that we are no longer working to work as partnership and that every organization is not working cohesively. He would like for more groups to work together and add that to our newest objectives. Chris K. stated that Kristi is meeting with other entities, however that it has yet to break the turf barrier.

Peggy believes that we have yet to work on the objective to actively engage retail recruitment to come to Pueblo and PCCP should work on increasing that this year.

Mike H. would like to know if there has been a meeting with the city about building an organization wide initiatives. Chris K. stated that this can be discussed in the communication/relationship agenda item and discuss how they will be able to partner with other organizations.

### **CITY CENTER NEEDS (45 min)**

This was an open discussion of the following that can be found attached.

Chris K. discussed that this open discussion forum is helping City Center build a Strategic Plan that City Center has not had in the past years of operation.

The board discussed the idea of working with downtown retailers on a cooperative agreement for hours of operation during the time of events downtown.

#### **Officer Elections**

Peggy motioned to reappoint Chris Kaufman, Chris Markuson, and Cheyenne Motto for the 2014 PCCP Officers and Rochelle seconded that motion.

*Motion Unanimously Approved*

#### **Signage**

Chris K. would like to come up with a signage proposal for the City for sign regulations.

#### **One-Way Streets/Bike Lanes**

Kim Arline discussed on this agenda item that PACE has received a grant for \$100,000 from Kaiser to get Pueblo biking. Up to \$20,000 can be used for infrastructure. PACE has plans for wayfinding signs along bike routes and they must be a designated bike route. These new signs will include the City logo, with a bike, and up to 3 destinations below with the distance to that location and a slow bike pace on how many minutes it will take to bike to that location. Kim has 73 signs plotted out, if they are along the street, they will be the green national bike route colors. The signs will be on the street including 8<sup>th</sup> Street, Elizabeth, Greenwood, and Main Street. They had discussions on what they would refer to downtown as, and with the 13 letter limit, they decided on Riverwalk. Kim discussed that the middle of the road signs that are to yield to pedestrians, PACE would like to get one on First Street to allow for cyclist. They have funding for 10-12 of the yield signs, they will like for neighboring businesses to oversee it to watch over the signs for when snow plows are out or when they are hit, they will contact someone.

#### **Vacant Buildings/Vacant Lots-ordinance discussion**

Chris K. would like to create a plan for City Center to work with business owners in taking care of their businesses. A Business Improvement District can help with this, but is determined on passing of the Business Improvement District. Also, look at what other communities are doing to handle vacant building vandalism.

### **Zoning/Urban Blight**

Chris K. would like to also create a plan for City Center to work with the City on creating a plan on Zoning and Urban Blight. Chris K. would like to work on creating proposals for these items for future initiatives. Zoning can include the expansion of sidewalks so that pedestrians have easier paths to walk without struggling to walk.

### **CITY CENTER EVENTS (30 min)**

This was an open discussion of the following items that can be found attached.

#### **Movie Nights**

In 2013, PCCP Partnered with HARP and Security Service for a movie night in October. Based on 2013 turn out, City Center would like to do one movie night a month on the Riverwalk in 2014 with HARP and Security Service.

Kristi stated that a schedule has not been finalized, but would like to do 4-5 times. Kristi would like for entertainment prior to the movie as well including curb side cuisine available. She would also like to have theme nights. Kristi would like for the event to have a defined date each month so that the community knows when the movie nights are being held.

#### **Calendar Events**

This calendar can be found on [www.pueblacitycenter.com](http://www.pueblacitycenter.com)

#### **Maximization of Events**

#### **Big Talk, Small Business/Merchant Property Owner Outreach**

Kristi would like to follow up with this event, and asks the board to give recommendations and topics. This event occurs at different locations on different topics.

Josh believes that City Center wants to work to engage owners about City Center and give classes. He volunteered to help with this event with Kristi.

SBDC would be happy to promote the Big Talk, Small Business –social media—SBDC can help promote or partner

### **BREAK (10 min)**

### **CITY CENTER COMMUNICATION/RELATIONSHIPS/POLICIES (45 min)**

This was an open discussion of the following items that can be found attached.

#### **Business Assistance**

#### **Website (map consistency, review, and improve)**

Find interesting things to put on the website, reviews, and suggestions  
The board suggested adding the website to things like YELP.

#### **CSU-Pueblo**

Chris K. states to have Kristi get with Leslie and plan one night in the beginning of the semester to get students downtown for a movie night.

John C. suggested working on giving electronic coupons to students to businesses downtown. Kristi stated that she is working to get Thunderbucks to pay for food at some downtown locations.

The board also suggests that we work with CSU-Pueblo on getting a pep rally downtown to draw people into downtown.

### **Parkview**

Kristi and Chris K. will meet with Mike Baxter about how they can work to build a partnership

### **City**

City Center would like to continue to partner with the city and keep in contact with them on all initiatives to help build the City Center further.

### **BID UPDATE (10 min)**

PUMA will be here Jan 27-29<sup>th</sup> working with City Center and meeting with stakeholders. --\$300,000 with assessment, \$75,000 and matching funds with CDGB, other entities that will contract with HARP on marketing. \$375,000 of operating. Meeting with stakeholders on different areas in the BID. Developing a leadership group, and would like for property owners in different areas to form a committee. January 29, morning to the board for an update.

### **CITY/PUBLIC COMMENT PERIOD (30 min)**

Dan Mollelo would like to work to get more job creation.

Edgie Walruth suggests getting experts in Pueblo to discuss some of these issues. Find people who can speak about job creation.

Lee Gladney stated that the property owners want a clear and cut vision of communication of the BID. He suggests a POP-UP book that will say what it will cost, how long you will pay, and what will it cost, how long it will take to implement. He would also like to know where the exact boundaries of the BID are because there are some businesses that are not on the current plans that would like to be involved.

Three committees were formed to work on the discussions that were addressed (attached):

Needs: Chris K. Chris M., Mike, John

Events: Rochelle, Josh, Deanne

Communication: Peggy, Deanne, Josh,

### **ADJOURNMENT**

The meeting was adjourned at 4:54 p.m.