



Pueblo City Center Partnership Board Meeting
 Thursday, June 20, 2013
 Thatcher Building Board Room Lower Level
 2:00 p.m.-4:00 p.m.

MEMBERS PRESENT	MEMBERS ABSENT	STAFF PRESENT	GUESTS
Chris Kaufman Cheyenne Motto Chris Markuson John Carleo Peggy Willcox Rochelle Spone Mike Hartkop Sam Spaccamonti Deanne Gebo	Cheyenne Motto Leslie Nazarrio	Kristi Alfonso Brittany Gutierrez	Dan Molello Julie Ann Woods Jim Munch

WELCOME

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

ROLL CALL

APPROVAL OF AGENDA

Chris M. motioned to approve the agenda and Rochelle seconded the motion.

Chris K. requested to add the request for sponsorship for the 4th of July event from HARP under New Business.

Chris M. motioned to approve new agenda item and John seconded that motion.

Motion was unanimously passed.

PRESENTATION: COLORADO MAIN STREET PROGRAM

Chris M. believes the overall plan is that we need, however our organization needs funds to do something like this program. He also states that most of the buildings on Main Street are not occupied which makes this program difficult to be a part of. Downtown businesses suffer from the lack of spending at local businesses, and hard for people to expand to brands they are not familiar with. Chris references the DDIS and says that we need to look to bring in bigger known franchise businesses into that area.

Peggy stated that she doesn't see our area being too small for the distance we are proposing. She also says the problem about the Pueblo community in visiting this area is that they do not have the income to pay extra that the smaller business prices are using.

Dan M. says the problem with Pueblo to get National retailers is because of low income and employment.

Dan asks if there is a cost to this program, and Stephanie says there is no cost for the program, but there is cost for training and other extra add-ins if the board wants to do the program.

Julie Ann Woods says that Pueblo already encompasses the history, and the goal should be to target the children of the future. She sees the Main Street Program pushing Pueblo ahead.

Chris M. says that we have 3 unique zones and that can be a challenge, and these 3 zones could argue that there are multiple main streets. He thinks that the program should work with the zone related to the BID.

Chris M. mentioned the previous executive meeting and how the meeting ending stating that the program would be a only a few blocks in distance, he wonders how much are we expanding this boundary.

Mike thinks that the main focus should be on Union and not on Main, he is in favor of the program, but not sure it will get accomplished what needs to be done.

Peggy does not object with doing the program, but she does not think that we need to focus on not creating another seat at the table to conflict what we already have. She also wants to find ways to change the reputation of Pueblo.

Kristi requests the board to give a yes or no if they want to do this program by the end of the week. Chris K. asked the board if they should give Kristi the go ahead to do the program. John, Rochelle, Sam, and Deanne agree that they should go for it.

The timeline that is set out is July the application is due as well as training in Rifle, August is a boot camp, September is DCI's annual conference. Stephanie says that at the end of the July we should know the final decision. Julie Ann let the board know they have staff that can assist Kristi in any way that she needs.

Rochelle motioned to move this program, John seconded that motion.

All were in favor of the program, Chris M. was not in favor.

APPROVAL OF MAY 16, 2013 MEETING MINUTES

John motioned to approve the May 16, 2013 Meeting Minutes and Chris M. seconded the motion.

Chris K. motioned to amend the May 16, 2013 meeting minutes, and would meet to make changes.

Chris M. accepted to motion the soon to be amended minutes and John seconded that motion.

Motion was unanimously passed

FINANCIAL REPORT

Kristi mentioned that we have received the money from PURA and that money has not been added to the budget. Kristi gave a report that there is currently \$63,372.69 in the account after bills have cleared. In the past month, \$1,256.13 has been spent. A total of \$9,716 has been spent since the start of the year.

The board would like for a cut off day for the last day of the month for each amount. Rochelle offered to help Kristi to do this.

(See Finance Committee Agenda Item for More Information)

PUBLIC COMMENT PERIOD

Mike would like to invite everyone to a meeting at the library on the fourth floor on June 21, 2013 at 6:00 for those interested in investing in Solar Roast.

PCCP DIRECTOR REPORT

Kristi gave a description of What Makes Pueblo, Pueblo branding initiative project is. The project is a new website that will be launched next month as part of the PCCP website. This website will invite the community and visitors to our community to submit photos or stories on what they think Makes Pueblo, Pueblo. The information gathered from this website will be compiled and analyzed via a creative team who will take the submitted items and create an action plan for the rebranding of our community.

NEW BUSINESS

BID Update/Next Steps

Chris K. gave an update on the BID and stated that a second phone call has been made to PUMA. The next steps for the BID to move forward is to meet with PUMA about the organization counseling City Center on how to move this BID to pass. The conference call that occurred is that a rushed vote does not need to occur this year, and the organization has decided to push the election to April.

Peggy would like to know how much PUMA charges and how the prices is based on. Chris M. says that the work that City Center has done in the past year has cut out 60% of the work that PUMA would be doing. The remaining work that PUMA would help with would be done with \$20-25k by the time of the vote in April. Chris M. states that City Center could propose a performance clause when negotiating with PUMA.

Chris K. asks the board if they are willing to negotiate with PUMA on how much they would be willing to spend. The board agrees that meeting with PUMA is a beneficial idea if they can help what is best for our BID and zones.

Chris M. moved to allow executive committee to meet and have discussions with PUMA and Rochelle seconds that motion.

Chris M. says that pushing it out of the November election gives the BID more time to give people an opportunity to meet with those within the zones. He states that another conflict with BID being on the November ballot is the conflict of interest with Chris K. on the ballot for City Council.

Kristi stated that a meeting with John Batey from Urban Renewal occurred and they discussed how the organization will be sustainable for a longer time with our current resources without putting PURA and City in a financial jam.

Dan Molello gave feedback on the BID Community Outreach Event stating that there will be no money to spend and people who have larger amounts of parcels will not be on board to spend. If the BID passes, people will not agree with the amount of tax increase.

Chris K. stated that there was various complaints coming from property owners that want something different for their businesses, but do not know what they can do to get that. The BID proposed can help with any improvements that property owners would want.

Chris K. thinks that Pueblo is remaining stagnant while other communities are taking on Business Improvement Districts and growing bigger.

Peggy requests that the board be updated via email on any information regarding the BID.

City Center New Board Member

Chris K. introduced Deanne Gebo and Sam Spaccamonti as the new additions to the board.

Chris M. motioned to add them to the board, and John seconded that motion.

Motion was unanimously passed.

Request for Sponsorship for 4th of July Event

Rochelle would like to know the involvement that HARP would want, and Chris K. thinks that creating a banner and placing it in a prominent area.

Kristi would like for the board to give their judgment on how the money is spent and where it is spent.

Mike suggests that possibly we promote the BID as well as promoting ourselves.

The board would like to contribute \$1000 of our budget toward the event from the money that was set aside for the Little Britches Rodeo.

Rochelle motioned for that \$1000 amount to be toward the event, John seconded that motion

Motion was unanimously passed.

OLD BUSINESS

City Center Finance Committee

In previous meetings the request for a Finance Committee was addressed. The board does not feel the need for a formal committee is necessary at the moment. Rochelle volunteered to help out with the finances whenever necessary by meeting with Kristi. It was suggested that in the future a formal committee be created.

ADJOURNMENT

The meeting was adjourned at 4:04 p.m.