



Pueblo City Center Partnership Board Meeting
 Thursday, March 21, 2013
 Thatcher Building Board Room Lower Level-503 N.
 Main Street
 3:00 – 4:30 p.m.

MEMBERS PRESENT	MEMBERS ABSENT	STAFF PRESENT	GUESTS
Chris Kaufman Cheyenne Motto Peggy Willcox Chris Markuson Mike Hartkop John Carleo	Kyle Groves Rochelle Spoone Logan Gogarty Leslie Nazarrio	Kristi Alfonso Brittany Gutierrez	Sandy Daff Don Bruestle Jim Munch Julie Ann Woods Bob Nicholson

WELCOME

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:04 p.m.

ROLL CALL

APPROVAL OF AGENDA

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

APPROVAL OF FEBRUARY 21, 2013 MEETING MINUTES

Chris M. motioned to approve the February 21, 2013 Meeting Minutes and Mike seconded the motion.

FINANCIAL REPORT

Kristi discussed that we have spent \$6,076.56 since January, and our current total amount that is in our account being \$45,842.47 without the money later coming from Pueblo Urban Renewal Authority. Chris K. asked if any Urban Renewal conferences that are split with Urban Renewal or directly from City Center, and Kristi clarified that any Urban Renewal conferences are paid by Urban Renewal.

PUBLIC COMMENT PERIOD

Don Bruestle has been informed that there is a complaint that the Udall's office is not handicap accessible. Sandy Daff would like a copy of the BID to take to Bessemer.

PCCP DIRECTOR REPORT

Kristi mentioned that the Colorado Main Street group came to Pueblo and feels that Pueblo is a great fit and thinks that Pueblo should go into the next steps. Colorado Main Street wants to get a group together including PCCP,

PURA, and the City. Later they will have a conference and discuss if this a good program for the group and have a presentation of the next steps. The possible dates could be April 8 or 9.

-Pedestrian banners of way-finding are all up, and Board commented on how nice they look up. Locations include Union Ave & Riverwalk, Union & B Street, Union & B Street, Union & C Street, Victoria & Riverwalk, and First & Main Street.

-Kristi discussed that meeting with Pepper Whiteleff and Bill Zwick are looking to get the pole banner signs ADA compliant. Kristi is planning to put a QR code on the maps to direct people to the City Center website. Chris K. thinks that for safety issues put the QR code lower for those who could have issues reaching the QR code or even changing the signs directions.

-Kristi gave a brief update on the Adopt-A-Pot and has said that Mike and his brother, Legacy Bank, PEDCO, and Louie Carleo are all some people who have invested in the Adopt-A-Pot program.

-Kristi discussed the City Council and Commissioners are looking positively on board about the BID.

-Chris K. asked for a summary of the PEDCO annual retreat, Kristi said that the event went well. She got on the PEDCO Marketing Committee following the retreat. Kristi discussed that there is a follow up meeting on Friday May 10.

-Chris K. also wanted an update on the Branding Initiative. Kristi discussed about meeting with Andy Sanchez and Kevin Ortiz. They met for a webinar to view ideas on what direction Downtown Pueblo should go. They need to still figure out what is our message, what is our market, and what is Pueblo. John thinks that the City of Pueblo has different logos for everything, but everyone in the City needs to get on board to bring this regional, state, and national. Sandy made the comment that when she went to a conference and said Pueblo is known as "Home of the Heroes", and it was commented on that Pueblo could not market on "Home of Heroes" forever. Kristi discussed that Experience the Flavor can expand past food, art, and culture.

OLD BUSINESS

Colorado Main Street Program Update

Mentioned in the previous discussion of Directors Report

Way finding Update

Mentioned in the previous discussion of Directors Report

Pole Banners Permit Update

Mentioned in the previous discussion of Directors Report

Welcome to the City Center Event Update

The update regarding the City Center Event is still in the process. Kristi is working with CSU-Pueblo to find a date that will work best in bringing students to the event.

City Center Website

Chris K. wanted to discuss that our website needs to be ready for the amount of people that we are encouraging to go to the website. Chris M. would like to have a meeting with Dylan and Kristi and go page by page to discuss the outline and what needs to be deleted and added. Giving Dylan 2-3 days to get the site done. Chris K. would like to get the real estate pages back on there to address the vacancies.

NEW BUSINESS

BID Outreach-Public Forum Approaches

Chris K. discussed that our next step is to talk to Mary Gunn to facilitate 4 separate meetings in each of these zones to assess and create a certain price.

Chris M. wants at these meetings to have 5 things accomplished:

1. Consensus of the zones wanting the BID, and add or subtract any zone that is not on board.
2. Consensus of the exact boundaries of each zone, add or subtract any area that needs to be carved out. Chris M. anticipates that there will be expansion over subtract.
3. Consensus with each zone of the services provided to each zone. Kristi and Cheyenne are putting together the mil levy of budget for things that are negotiable and non-negotiable. Chris M. hopes that if a zone does not want something such as trees they can move that money budget to another service not another zone.
4. Consensus on the mil levy with each zone and wants each zone to discuss which mil levy is comfortable with each zone.
5. Commitments from each property owner "yes or no" that they will sign the petition that this will go to council, and "yes or no" they believe in the mil levy that the board has set.

Sandy asked if the services that the BID provides any items such as window decorations and trash pickup, but that is unsure and that could be chosen under an assessment.

Chris K. hopes to start having the meetings in April into May for one night 3 hours. Mary Gunn, Kristi, and Chris M. will be meeting soon to make the official decisions.

John Carleo requests Chris M. to create an outline to explain easily of the process and BID for him.

Chris M. wanted to bring up the BID Board and once the Council approves of the BID, Council can appoint themselves, appoint URA, or appoint a group of people such as PCCP. Chris M. has given Council a proposal to abide by having 2 separate entities that will be a part of the process, PCCP and a BID Board. However, Council could choose to not go with the idea of 2 different entities and go with their own group. Chris M. wants to have an attorney come and discuss the legal issues that could come with a Non-Profit and a Quasi-Governmental such as the BID Board.

Peggy wants to know if it was in the original proposal and if each zone still has its own advisory board. The advisory boards make recommendations to the main BID board of what the property owners are asking for. As long as each item is discussed openly, people should not be discouraged that their zone money is not spent in another zone.

Chris M. wants the group to start meeting with owners and having them encourage people to attend the meetings.

Voting Process

If one person does not agree or one does agree than those people will or will not do the BID, it is a budget issue if that is agreed upon. Each individual that owns multiple properties, only gets 1 vote, but could assign a delegate that can vote on his behalf for other properties. After the public meetings they need to decide what needs to change within the zones after the petitions and consensus. If the BID passes through the petition faze, City Council can approve the BID as an organization and the BID on behalf of the City.

Budget Breakdown

Some of the options under the mil levy and the revenue that they are collecting from the tax could be used as a bond if the BID passes through the process. This could be considered later if needed.

Criteria for Business Liaison Assistance Program

Kristi would like the Board to know the criteria for the program and allow someone to be eligible for the Business Liaison Program. The name change of Fast Track because this is no longer a time of fast tracking, but a communication with Business Liaison.

Julie Ann Woods suggests Kristi meets again with the planning staff and get caught up to speed and figure out the criteria.

Chris K. recommends that the perimeters brought to Planning and Zoning (PNZ) to discuss what needs to be laid out.

The program needs to be able to separate who can be approved for the program and who cannot be eligible. Every business cannot be fast tracked and the business needs to be established as high or low property.

Chris M. suggests that they convene the large groups and City Center facilitates that. Peggy suggests that planning department gives the criteria of what and what can't get fast tracked.

Chris M. if the business is proposing to locate in the BID boundary, the BID side does more to service the business. If it is outside the BID zone we can help them with information.

Alan Lucas & Kyle Groves Resignation-Nominating committee to fill vacancy

Chris M. mentioned that Alan Lucas has submitted his resignation, and Kyle Groves has sent his resignation and that he signing off on those.

Chris M. would like to motion to accept Alan and Kyle's resignation and John Carleo seconded the motion.

The committee to select the board members are Kristi, Chris K., Chris M., Cheyenne, and John.

Chris M. motioned for the selected committee and Chris K. seconded the motion.

Revolving Position- ASG President

Chris M. would like for the Board of the BID not to be students, and would like for students not to be on the financial management of the BID.

Chris K. suggests that instead of a student on the Board asking for a representative that is a part of the University as a Faculty.

Chris M. would like to delay and appoint the next ex-officio on the board.

ADJOURNMENT

The meeting was adjourned at 4:33 p.m.