



Pueblo City Center Partnership Board Meeting  
 Thursday, May 16, 2013

Thatcher Building, Lower Level Conference Room-  
 503 N. Main Street  
 3:00 – 4:30 p.m.

MEMBERS PRESENT	MEMBERS ABSENT	STAFF PRESENT	GUESTS
Chris Kaufman Cheyenne Motto Chris Markuson John Carleo Peggy Willcox Leslie Nazarrio	Rochelle Spoone Mike Hartkop	Kristi Alfonso Brittany Gutierrez	Jim Munch Gregory Howell Sam Spaccamonti Deanne Gebo

**WELCOME**

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:06 p.m.

**ROLL CALL**

**APPROVAL OF AGENDA**

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

**APPROVAL OF APRIL 18, 2013 MEETING MINUTES**

Cheyenne motioned to approve the April 18, 2013 Meeting Minutes and Chris M. seconded the motion.

**FINANCIAL REPORT**

Kristi gave a report on the financials with a total of \$996.55 spent for the BID Outreach Documents. \$42,704.80 is in the account as of April. When the money from PURA is given in July, they will have a total of \$67,704.80. John would like for a balance sheet to be printed every month.

**PUBLIC COMMENT PERIOD**

**PCCP DIRECTOR REPORT**

- Kristi wanted to discuss on the director’s report the Main Street Program, the conference call was set to discuss the roles and responsibilities. The group would like to look more into the DDIS. They met about the DDIS strategy and what is completed and what still needs to be completed. The decision made yesterday is going to go back to the Main Street Program and what they can do without having to go through another assessment. A letter of intent must be sent by July 1, 2013 if they want to go through to be a candidate for the program.
- Kristi discussed that security measures need to be developed for the signage after a sign has been stolen.
- Adopt-A-Pot program update was the pots would be put up on May 15, 2013.

-Business Liaison Program update featured that all the information gathered has been given to the planning and zoning department to get final approval. Once everything is finalized, they will start implementing the program and begin marketing the program.

-Kristi said that Black Hills is surveying the downtown area and saying what posts we can use to put banners on. These banners are only pole banners and any banners that hang over the street may need to have a permit. Chris K. would like for banners made for the holiday season and chili festival.

Peggy would like to know who would put the banners up and taking them down and that information is still pending.

Kristi needs to meet with Koncilija and Judge Maes about the banners.

## **NEW BUSINESS**

### **BID Outreach Review/Next Steps**

Kristi provided in the packets of the overall responses from people that have attended the BID outreach meeting. In attendance around 85 people attended the meeting and the event was in the World Café format. Kristi explained every question that was presented to the attendees and what the responses to each question from each zone. She explained that every zone was given a sheet for each MILL options (provided on our website under Business Improvement District). Kristi discussed that the biggest question that needs to be given to the owners what the exact money will be, and they would also like information on what other BID's have done.

Kristi would like for an additional outreach meeting for every separate zone. Chris M. stated that timing is the main issue to get the meetings in on the timeline.

Chris M. would like to see if we possibly need to do 4 separate BID because each zone had priorities that he didn't expect. With 4 separate zones, 4 separate mills will be used and if one does not work we can cut the zones that do not work.

Chris K. thinks possibly that we should drop Zone 4 because of the lack of involvement from them.

Chris M. stated that if people who are from Pueblo West and own the property they can vote on the BID.

15% Administration—decrease cost

Chris M. says the petition needs to be done by August. Leslie would like to know the amount of people that need to be in the petition, and Chris M. it is about square footage and that determines who will be needed to petition. Leslie stated that this is a sales proposition that is past saying what the numbers are, but get people to agree with the BID. Kristi asks if we should bring in a BID expert to explain the BID benefits to the community that they must hear from another voice not City Center. Chris M. thinks we should do it after the petition process. Sam volunteered his 9 interns that could help Kristi to do the petitioning. Cheyenne, Chris, and Peggy also volunteered depending on time of petitioning.

Chris K. would like to meet with the Latino Chamber of Commerce to speak to them about the BID.

Chris M. would like for PUMA to put together a BID language to give to the owners for them to better understand the BID. Chris K. would like Kristi to get a price on that.

Kristi would like more direction about follow-up, and would like to get them things by Thursday to the attendees of the meeting. John would like for Kristi to possibly develop a postcard and send to the people that did not attend to give information on what happened at the meeting.

Kristi will get in touch with the board 2 weeks from this meeting to have a special meeting about the BID.

### **Marketing Land Approach**

Chris K. touched briefly on this topic and reminded the board that PCCP would be in charge of marketing land parcels for PURA and we will be the point of contact for these properties.

Chris K. would like to look at retail recruitment strategies and what tenants can come and take these properties.

Chris M. would like to know if the lots have a specified industry or focus for each property so we know what industries should be targeted for each property.

### **Finance Committee**

Kristi mentioned that the finance committee was brought up in the previous meeting, and John suggests we start the committee because of the public outlook for City Center and people may wonder who the organization is and the background of the organization.

Chris K. would like to table the committee for another month, and take action to be postponed for next meeting.

### **Urban Blight Study**

PCCP has the ability to put pressure on property owners that are letting properties go. These are properties that may be "Danger" spots. This study is on our objectives list, but it is not on our census.

### **Downtown Traffic Flows**

This study is out on draft by Pepper Whittlef, and is going through the process. Meeting is later in May to go over the study.

### **Sidewalk Tool**

Kristi presented a Sidewalk Project that the healy center created of an assessment of the sidewalk tool. The healy center is looking for individuals that are looking to use this technology and see who can utilize what sidewalks need to be repaired. Kristi would like to know if the board would like to support this initiative. Chris M. says that all the City Center sidewalks will be inventoried by July.

### **Billboards**

Rod Slyhoff approached Kristi that the Chamber would pay for ½ a year campaign for a year on a billboard if City Center could do joint marketing for the ½. Kristi provided the board with a contract, and Kristi is proposing a \$5,000 joint sponsorship, Kristi is looking into other agencies that could also contribute to the remaining amount. The message for the billboards will be more general and very visual compared to previous billboard. The billboard will be located on 100A (facing north) and 98A. Kristi says that if the location does not work, she can propose another location.

Chris M. is uncomfortable with supporting the billboard this year due to the BID being the main focus and budget for this year. The board agreed about putting off the billboard because of the cost of the billboard commitment during our BID process.

### **SCEDD Loan Fund**

Chris M. stated that the SCEDD Fund was passed and the fund was created to allow businesses to bring their tax information to get a \$5000 unsecured loan, the business that can get this loan however must be referred by PCCP, PEDCO, and PURA.

Peggy would like to know if the money is restricted by it, and Chris M. states that it is not restricted, but must be for reasoning of a business.

## **OLD BUSINESS**

### **Redline Shuttle Report**

Kristi provided a report from CSU-Pueblo on all the trips made through the semesters and monthly. The only business that has a specific drop off in downtown was at Angelo's.

### **Board Requests/Comments**

Voting for board members next meeting.

Chris K. would like the maps changed on the website, he would like the maps interactive by zone.

## **ADJOURNMENT**

The meeting was adjourned at 4:38 p.m.