



Pueblo City Center Partnership Board Meeting
 Thursday, August 16, 2012
 Pueblo Convention Center, Heroes Pavilion
 3:30 – 5:00 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Jami Baker	Susan Fries	Kristi Alfonso	Steve Nawrocki	Cheyenne Motto
Alan Lucas	Leslie Nazarrío	John Carleo	Bonnie Gill	Julie Ann Woods	Dan Molello
Kyle Groves	Chris Markuson	Peggy Willcox		John Rodriguez	
		Rochelle Spoone			

WELCOME

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:35 p.m.

ROLL CALL

APPROVAL OF AGENDA

Chris Markuson motioned to approve the agenda and Jami Baker seconded the motion.

APPROVAL OF JULY 19, 2012 MEETING MINUTES

Markuson motioned to approve the July 19, 2012 Meeting Minutes and Baker seconded the motion.

FINANCIAL REPORT

The approved budget from the July meeting will be input into QuickBooks prior to the September meeting. The transaction for the hours of operation decals for City Center businesses has not yet gone through, but the decals were purchased during July. A check was written to the City to reimburse the cost of Kristi Alfonso’s hotel and airfare costs. The Convention Center has donated a display case for six months to PCCP. Items have been purchased for this and suggestions of items that should be placed in the display case are welcome. After the first six months, the Convention Center will rent the display case for \$250 per quarter. There were a few questions on the 501(c)(6) that needed clarification and Joe Bower, PCCP attorney, has re-filed the documents.

PUBLIC COMMENT PERIOD

Steve Nawrocki stated that Alfonso did a great job with the presentation to City Council on August 13.

BOARD UPDATES

Creative Corridor

Sangre de Cristo Arts Center

Union Avenue Merchants Association (UAMA)

Kyle Groves informed the Board that Summer Sundays in the Creative Corridor will be on Union Avenue this coming Sunday, August 19. There will be sidewalk sales for the community to browse. UAMA is at a standstill right now, but will begin revamping starting in September.

Pueblo Downtown Association (PDA)

Mesa Junction

PCCP DIRECTOR REPORT

Alfonso will be drafting a letter to the County Commissioners to learn how they will be willing to work with PCCP. Bonnie Gill is working on inputting the new budget in QuickBooks. This will be available at the September meeting. Alfonso is continuing correspondence with a CSU-Pueblo student who is working to complete a City Center Guide and Brewed Awakening documents. Alfonso presented to City Council about the organization and requested the consideration of \$25,000 for PCCP operating budget for 2013 as well as a \$20,000 grant towards the purchase of the Pueblo trolleys. The Colorado Innovation (COIN) Summit video shoot included CSU-Pueblo President Leslie DiMare, Pueblo City Council President Chris Kaufman, and Alfonso. Pueblo is one of four featured communities at this year's COIN Summit. Alfonso met with Zocalo, Denver Developers, to discuss the possible revitalization of the Alpha Beta Plant. Twelve recruitment letter and Chase Packets were sent to potential developers. Alfonso has begun the follow-up process for the first five letters sent. Approximately 40 people attended the Big Talk Small Business event. Arrangements for the next Big Talk Small Business are in the process. The "Welcome to the City Center" event will be held on August 25 from 6 p.m. to 10 p.m.

The Chieftain insert will be published on August 22. Enough advertisements were sold to pay for a two-page spread. This may be the last insert published as the target audience may not be reached with newsprint. Alternatives may be a billboard campaign, Images magazine, PULP, and other sources for print. In the future, collective marketing from all entities in the City Center area may be used. John Rodriguez, PULP, suggested that the organization use as much as the budget will allow on advertising building the PCCP brand image. He also suggested that branding should be focused on at the time being rather than advertising. Alfonso will send an email asking for a committee to be established to help with the PCCP branding; this committee may include Board members as well as community members or business owners. Julie Ann Woods, Pueblo County Department of Planning and Development Director, suggested that PCCP establish a "going local program" prior to reaching out to communities outside of Pueblo. If the locals are encouraged to spend money locally, other target markets will begin to trickle in.

For more details, please see the Director Report which was included in the Board packets.

NEW BUSINESS

New Board Member

An application for a new Board member will be placed on the PCCP website as well as on our partners' websites. There is a written application that will be completed by prospective Board members and the Board will make a final decision on the new Board member. Terms are held for two years.

Executive Director Procurement Agreement

The Board asked Alfonso to complete a Procurement Agreement during the July meeting. Changes were made to Alfonso's draft during the Board meeting. Alan Lucas moved to approve the changes made to the Procurement Agreement, Baker seconded the motion and all were in favor.

BID Organization Plan

Kaufman presented the Board with a draft of the BID Organization Plan. This draft is provided for editing and suggestion purposes only at this time. Page 15 shows the probable implementation time table. According to the timeline, marketing a petition will begin in September. Page 4 shows that the cost will be based on square feet

rather than on a mill levy. Kaufman mentioned that this will probably not fall in a November election since there are no taxes being added to this area. Dan Molello voiced concern that property owners will likely not be happy with the 5.6 cent per square foot extra cost. He stated that the organization should be very cautious when approaching this topic with property owners. It is necessary to outline what the BID will do for property owners as well as where the money that they are spending is being put to use.

PURA Funding Decision

Pueblo Urban Renewal Authority (PURA) has agreed to help fund PCCP next year with \$25,000. City Council will be making a decision on whether funding will be provided on behalf of the City for next year.

Residential Study Board Participation

Kaufman would like for each Board member to take five properties in the scope of this study to find out more information about the properties. He will meet individually with each Board member to discuss further details.

OLD BUSINESS

Events Committee

Recruitment Letters

An example of the recruitment letter was included in the Board packet along with a list of prospective businesses to which the letter was sent. Alfonso will be completing follow-up calls next week. On Monday, August 20, the Colorado franchisee from Jimmy John's will be in Pueblo looking at prospective locations for a store.

ADJOURNMENT

The meeting was adjourned at 4:46 p.m.