



Pueblo City Center Partnership Board Meeting  
 Thursday, September 19, 2013  
 Thatcher Building Board Room Lower Level  
 3:00 p.m.-4:30 p.m.

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

**WELCOME**

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:00 p.m.

**ROLL CALL**

**APPROVAL OF AGENDA**

Chris M. motioned to approve the agenda and Rochelle seconded the motion.  
*Agenda unanimously approved.*

Chris K. feels that City Center has taken a break on initiatives, and the reason for the stall is due to the BID going forward and we need to conserve funds for the budget. Once with the approval, we can look within the budget and see what we can do.

**APPROVAL OF JUNE 20, 2013 MEETING MINUTES**

Chris M. motioned to approve the June 20, 2013 Meeting Minutes and Rochelle seconded the motion.  
*Minutes unanimously approved.*

**FINANCIAL REPORT**

Kristi spoke about the budget report that contains the balance sheet as of August 31. With a balance of \$56,093.73. She discussed the details of various spending as of August 31 to the board.  
 Kristi stated that originally PUMA planned to charge \$5500, but we were charged for \$3500 of work due to the work previously done by City Center  
*Finances filed and approved.*

## **PUBLIC COMMENT PERIOD**

### **PCCP DIRECTOR REPORT**

Kristi gave a brief update of her report. She is going to meet with the Planning and Zoning for the Business Liaison Program on Wednesday the 25<sup>th</sup>. The first client for the program that she is meeting with is Anzuini and Garcia's in the old police building and brewery concept

Chris K. stated on the Business Liaison Program that no matter where he goes all these entities have procedures that are making it difficult to get the process going. They are requesting that we ask for a paper trail so that there is no confusion when doing work. Chris would like Business Liaison to be the main initiative.

Peggy asked if this is still for just downtown businesses, and Chris K. says that all utilities can't make an exception over one area or the other. They need to discuss this with planning and zoning and get more information to make sure that this initiative work. Kristi states that she will still help those that are not downtown.

Kristi discussed that PCCP was not selected for the Main Street Program, however the option has been made available for services toward our main street. We are not eligible for the mini grant that would have come with the program. Main Street Program feels that Pueblo's Downtown needs help with the downtown organizations and they are willing to help with organization structuring. They have also offered a boot camp that could happen around October and November, further information will be provided by Kristi via email.

Peggy asked for Kristi's opinion on why we were not selected for the program, and Kristi believed that Pueblo was not chosen due to not having the need as much as other communities.

Kristi mentioned the City Center Ambassador program that has started and there is no interest as of now, but opens up to the board if they know of anyone that could be of interest.

She updated the board on the Sidewalk Sale that had 25 merchants in the Union Ave. and North Downtown area. She received great feedback and the merchants were very pleased with the turn out and hope to have this in the future.

Last week Kristi was at the DCI Conference in Grand Junction that focused on a downtown session. This conference gave a lot of insight on various community revitalization efforts. They were able to also receive information on DDA's which are similar to BID formats, however they get 5mils and that goes toward administration, and get to collect sales tax increment.

Kristi as well as Chris M. and others from Pueblo are on the I25 Coalition Branding Effort is a joint effort between Colorado Springs, Pueblo, Walsenburg, and Trinidad to brand Southern Colorado.

She wanted to touch on that City Center represented at the Transportation Legislation Review Committee, this meeting a briefing of the Transportation Commission and CDOT was given.

City Center was also represented at the Colorado State University-Pueblo Student Involvement Fair partnered with HARP to provide information to students on the Welcome to the City Center Event.

## **NEW BUSINESS**

### **PUMA's BID feasibility Study**

Kristi provided information for the board on what options that PUMA provided on what they can do with the BID and the financial amounts. Kristi discussed the option of a DDA that can be in place of the BID, but she feels that we do not have enough to collect sales tax in our area.

Peggy states that the DDA gives a place to start and gives the opportunity to business owners to see the benefit of a BID.

Chris M. says that a DDA cannot overlap with other zones, but Kristi states that it can't collect property tax, but can collect sales tax.

Chris K. says that he does not think that the city would agree to add TIF. He feels that we are not a growing community and it is hard to ask people to increase their taxes. He thinks that we need to find ways to market downtown.

John Carleo stated that the problem is that there is a large number of vacant buildings and rent is too high which makes it difficult for owners to agree.

Kristi discussed that PUMA is proposing \$29,500. This budget includes everything up to the election and how they begin outreach.

Sam asked if the price would rise after legal, and Kristi stated that she does believe it will remain the same from the estimated budget.

Kristi stated that part of the price is due to the amount of work that has been done since they began the BID process, but also possibly if the size was made smaller.

Chris M. states that it is doable to do a large structure for a BID despite being recommended not to.

They hope that they can still do the Mesa Junction BID.

Chris K. wants to still pursue 1 BID with 3 zones.

Peggy asked if there is agreement on the recommendations that PUMA has provided and Chris K. stated that he does not agree.

Chris M. said that a single assessment is not enough to say what applies or could apply in the BID. He believes that all their recommendations don't have to be used in the way they suggest, but a median is met.

Peggy thinks that PUMA needs to discuss their recommendations further and that they need to discuss their plans so that it is clear to the board what should be done.

Chris K. would like to get a motion from the board to get a consultant to begin a Business Improvement District.

Peggy would like to know the time frame, and Kristi stated that we need to move quickly if the BID goes to election in November 2014.

Peggy would like to read it over time, and Kristi is asked to email this document and to contact by October 1<sup>st</sup> if no responses given for an agreement.

(INFORMATION ON PUMA FUNDING ON NOVEMBER 5<sup>TH</sup>)

Peggy would like to motion to defer to vote by October 1 via email, Chris M. seconded the motion.

*Motion Unanimously Approved*

### **PCCP Board Member Application**

Kristi received a board application from Josh Cooley, the owner of Rockstars and Lambs downtown, he likes the initiatives of City Center and would like to be member of the board. She requests the board to look over the application and vote on accepting the application.

John Carleo motioned to accept the application and Mike seconded the motion.

*Application Unanimously Approved*

### **Yule Love It Sponsorship Request**

Susan Fries is requesting a sponsorship of \$500 toward programs of the Yule Love It, and it will include our logo placement on posters. City Center has sponsored in the past, and is asked to sponsor for another year.

Peggy stated that any event downtown, City Center should have some form of involvement.

Chris M. states that if we are to do the sponsorship, we should do it as an opportunity to promote the BID.

Mike asks if we can help co-sponsor the event and promote the BID in a way.

Chris K. suggests to look at the entire prospect for the holiday, and Kristi stated that we already agreed to donate \$1000 for the Parade of Lights.

Chris M. asks for Kristi to speak with Susan Fries to see the options that are available for City Center past just a logo.

The board agrees to do all of the free events first to get the word out on who the organization is.

Chris M. says that he is more willing to spend more if we could have more than just a logo.

Rochelle motioned to table and John seconded the motion

*Motion Unanimously Approved.*

### **Welcome to the City Center Event**

The event to welcome students to downtown will be October 5<sup>th</sup>—Security Service is sponsoring a movie night, in conjunction with homecoming. Partnered with HARP for the HARPAPALOOZA on the 4<sup>th</sup> and 5<sup>th</sup>. The bands that will play starting at noon on the 4<sup>th</sup>, the following day they will have bands and a movie on the 5<sup>th</sup>. Restaurants around downtown will have discounted deals for students with a student ID to help bring students to those businesses.

### **OLD BUSINESS**

#### **Way-Finding Update**

Ran out of time, will be discussed at next meeting.

### **ADJOURNMENT**

The meeting was adjourned at 4:32 p.m.