



Pueblo City Center Partnership
 Monthly Meeting Minutes
 Thursday, October 20, 2011
 Pueblo Convention Center
 3:30 – 4:30 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Alan Lucas	Russell DeSalvo	Bonnie Gill	Jim Munch	Dean Dennis
Chris Markuson	John Carleo			Steve Nawrocki	Rod Slyhoff
Kyle Groves	Rochelle Spooone			Joe O'Bryan	Don Bruestle
Peggy Willcox	Jami Baker				
Leslie Nazarrio	Susan Fries				

WELCOME

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:37 p.m.

John Carleo suggested that the Board look at Commerce City Incentives that were mentioned at the September 22 meeting.

ADMINISTRATION

By-Laws

Susan Fries proposed that the By-Laws be simple and generic. More details will be included in the policies. Chris Markuson mentioned that there are both good and bad to having members and not having members. Fries stated that there would not be a fee in order to place membership in the PCCP. John Carleo mentioned that it would be good for business owners and the community alike to see that the Board is committed to PCCP and that each member has a “buy-in” to PCCP. Article 2: Members of the By-Laws does not need to be included as of now. Fries mentioned that Article 7.13 is not typically placed in the By-Laws, but is particular to PCCP circumstances. Chris Kaufman asked if Article 7.13 needed to be included and it was stated that it should be kept in the By-Laws in the event that something happens. Fries also stated that if Article 7.13 is kept, there would need to be a few points added to it. Markuson asked if there needed to be guidelines for membership. Fries stated that there would not be any fees or boundaries associated with membership, so there could be guidelines placed in the policies. Markuson stated that he would prefer that Article 7.13 be left out for now and the By-Laws could be amended at a later time. Fries stated that 7.13 is a contradiction if there are no members. Kaufman said that the By-Laws can be amended accordingly and at the moment only the second sentence, which reads “This authority extends to the membership, budget and fiscal agent responsibilities of an acquired property or organization.” be stricken from the By-Laws. Markuson stated that if needed in the future fees can be made necessary. Alan Lucas stated that it is necessary to organize business owners so that input from the business owners is useful and organized. Fries mentioned that business owners could be part of an Advisory Committee. Jami Baker agreed with these statements because PCCP does not want to lose members. Rochelle Spooone stated that PCCP should not be cut off from the business owners. Kaufman stated that there should be a Board Committee input section added to the end of each agenda and that the agenda, along with the Meeting Minutes, be sent out to Board members as well

as to the business owners. Fries suggested that there be a quarterly meeting for the Board Committee, which would be specifically for the Board Committee to discuss current agenda items. Kaufman reiterated the point that there will be no membership at this point because the goal was to make the By-Laws broad.

Baker asked how terms for the Board will be decided on and how long will be the terms. Fries suggested drawing straws or numbers to see who will hold which term after the lawyers look at the By-Laws. Lucas suggested that the Board have continuity and that the short term be three years. The Board would then draw straws for the longer term positions after the By-Laws are adopted. Kaufman suggested spelling out who would be on the PCCP Board, such as X number of business owners, X number of brokers, X number of developers, etc. Peggy Willcox asked when the current terms would be up and Kaufman answered August 2014, following the suggestion that the short terms be three years. Kaufman contemplated the selection of members and Leslie Nazarrío suggested that there be a Nominating Committee. Markuson asked about Article 3.2 which states that "The number of Directors of the corporation shall be from eleven to fifteen." Markuson asked why eleven to fifteen? Kaufman answered that there should be some freedom to add new members to the Board if it is necessary.

PCCP will play substantial role if RTA happens.

Articles of Incorporation

According to what was discussed in the By-Laws section about having members, number four in the Articles of Incorporation will now read "The nonprofit corporation will not have voting members." Whether number six should have Chris Kaufman or PURA as the name of the incorporator is a question for Paul Benedetti, PURA's attorney. Willcox asked if Article 7e should say "maintenance" or "development." Spoons suggested that Article 7e either be stricken or revised and Willcox suggested adding "enhancement." Lucas stated that Article 7e is talking about public space and that it is essential to separate Article 7a, 7b, and 7e because it will help PCCP bring development into the downtown area. Fries stated that there a significant grants available for downtown design which is why Article 7e is written in that manner. Willcox suggested adding other points under Article 7 to help PCCP look at gaining grant money. Kaufman asked how Article 7e will fit in with the Fast Track initiative.

Budget

Kaufman suggested postponing the discussion of the budget since Jessi Ones was out of town. There is still more development that the budget needs to go through.

EVENT PROPOSALS/OPPORTUNITIES

The Holiday Insert will be an eight page guide and will cost \$3,759. Jessi Ones spoke with Lorna Jackson at the Pueblo Chieftain on October 18. Kaufman asked the Board if PCCP should invest \$2,000 in the Holiday Insert. He is confident that this is an important piece for PCCP to help market the City Center. There would be \$1,759 (\$251 per entity) that would need to be paid by the other entities who would like to be involved. Rod Slyhoff stated that the Chamber will pay \$500 on top of the \$251. Slyhoff mentioned that he had spoken to the Pueblo Chieftain and did not have a deadline at the time of the meeting for all the information to be given to the Pueblo Chieftain. He was waiting to hear back and would let the PCCP Events Committee know the deadline. Kaufman stressed the need to support this guide so that merchants in downtown had information about the upcoming events.

Yule Love It--\$2,000

Parade--\$1,000

Other

Fries mentioned that PPAG needs performers and support to pay the performers during Yule Love It. The performances will begin the Friday, November 25 and run every Friday and Saturday through December 17. Baker asked how much it costs to sponsor the performers. Fries stated that it is \$500 for a Friday or Saturday and \$1,000 for the whole weekend. Fries asked the Board to sponsor \$1,000 and also stated that there are other sponsors. The funds will go to the performers and PPAG to continue operating this program. Lucas suggested having pictures taken at this event, as well as other Downtown events, which will aide in the presentation of PCCP to all entities and community members. Spooner motioned to approve sponsoring Yule Love It and PPAG. Nazarrio seconded the motion.

MARKETING

Kaufman asked the Board if there is anything else PCCP needs to be doing? Fries suggested handing out fliers to promote events in the City Center, such as the First Friday Art Walk. Fries mentioned that businesses are staying open later during the First Friday Art Walk and suggested that we send thank you cards to the businesses that stayed open later. This is just one example that was presented. Willcox asked if flyers work to promote events. She suggested placing them in businesses and restaurants in the downtown area as well as other areas of Pueblo to pull more community members to the downtown area. Fries suggested hanging flyers in bathroom stalls. Flyers are a fairly inexpensive way to market the events going on in downtown. Baker suggested placing flyers at the YMCA and Carleo suggested at Loaf'n Jugs around town. The question of who would create the flyer was raised and PURA would be the entity to create the flyer. It would then be sent out to all Board members in an email so they can print the flyers out to hand out or hang around town. The information that would be included in the flyer would be mainly Yule Love It information along with several other stories from entities in the downtown area. Santa sightings will have a separate schedule in the flyer.

NEW BUSINESS

Kaufman reported that the Fast Track meeting was a success. Ninety-nine percent of the invitees were in attendance and all were very enthused that PCCP is starting a Fast Track program. The entities are starting to take hold of this program and gave positive feedback about the goals of this program. There are still some hurdles, which each entity commented on, that need to be overcome. Kaufman stated that liquor licensing will need to be discussed in the near future. An example he gave was a restaurant wanting to serve liquor. Lucas mentioned that it would be helpful to have a representative from the liquor board as a contact for Fast Track. He believes that the contact list will be very valuable to developers. Carleo suggested sending information about the Fast Track program through the General Contractors Association and similar entities. Information about this program should be distributed as far and wide as possible. Carleo also suggested having a "roll-out" party. Willcox stated PCCP should notify commercial lenders and banks about the program also.

Nazarrio mentioned that the Healy Center hired a director. The PCCP project, discussed at the 31 August meeting, will be the first project that the Healy Center will work on. There needs to be a little bit more communication about what PCCP is looking for in specific and what the Healy Center will need to do. Markuson mentioned that all the properties in the City Center need to be a part of this project. Willcox suggested sending postcards to property owners providing them with information about the survey, in which their participation is requested, along with information about how and where to take the survey.

Kaufman stated that he would like to know what PEDCo is doing with calls from developers. Are the calls being forwarded to the PCCP line at the PURA office?

Kaufman mentioned that the Board needs to look through the Buxton Reports to see who matching retailers are for the City Center area, strategically decide on retailers to pursue for the City Center, and send the Chase Package out to those retailers. Markuson stated that the Pueblo Chieftain did a study, not a very in depth one, which was similar to the Buxton Report. The Buxton Report took into account all of the existing businesses in Pueblo and made suggestions of retailers that would not take business from the existing ones. Markuson also stated that it is necessary to get the survey that the Healy Center will be conducting out as soon as possible to look at square footage and issues that the business or property owners have knowledge of or fear of anything that may be an issue with the properties. Those issues then need to be addressed. Markuson also suggested looking at what types of businesses fit into the strategic plan for Pueblo. He suggested putting a draft of potential business matches together before ICSC in late May (May 28th). This will allow PCCP to target specific developers by providing a list of properties available along with an architectural rendering drawing. Lucas suggested renting a booth to provide developers with information about Pueblo. He stated that it is necessary to target who PCCP would like to talk to before ICSC. He also suggested interviewing companies to market Pueblo.

Fries mentioned that the Creative Arts District supplies two cities in Colorado with grants to begin projects. John Batey has been keeping up-to-date with the information being provided. Bill Zwick is on the Criteria Committee. Batey met with City Planners to talk about the possibility of obtaining one of the grants. There was a meeting with representatives from Denver to talk about the creative plan for the art district.

ADJOURNMENT

The meeting was adjourned at 5:01 p.m.