

VISIT COLORADO SPRINGS (VCOS)  
BOARD OF DIRECTORS MEETING  
Tuesday, March 21, 2023

Minutes

**Board Members in Attendance:**

Pepper Dombrowski, Chair	Megan Leatham
Susan Davies, Past Chair	Scott Marble
Dave Harris, Treasurer	Wendy McHenry
Becky Leinweber, Secretary	Brooke Mikulas
Kristina Coggins Heck (phone)	Lisa Neener
Andy Doyle	Greg Phillips (phone)
Gus Krimm	Johnna Reeder Kleymeyer
Crystal LaTier	Jenny Sherman

**Board Members Absent:**

Herman Crawford	Tom Strand
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**VCOS Staff:**

Doug Price	Cheryl McCullough
Jason Cutshaw	Kim Griffis
Kathy Reak	Melissa Williams
Amy Long	

Meeting called to order at 8:05 am

**Chair's Welcome – Pepper Dombroski**

- Pepper welcomed everyone and requested a motion to approve the minutes from the January 17 meeting. Motion was *made by Scott Marble and seconded by Gus Krimm, and the motion was approved unanimously to accept the February 21, 2023, board minutes as presented.*
- **Board Member Updates** - Gus Krimm is now GM at The Mining Exchange, which is now under renovation that is expected to be completed in November 2023. Some meeting space (Grand Ballroom, Bronze Room and Executive Boardroom) will be converted to a restaurant and guest rooms. They will keep the Platinum and Silver Rooms for meetings and events. Once the renovation is completed, The Mining Exchange will have 134 rooms, all new or renovated. Andrew Stegen is no longer with Cheyenne Mountain Resort and is now off the board. John Mueller is the Interim General Manager at CMR.
- **Elevator Pitch Follow-Up** – Pepper reviewed the new Elevator Pitch developed by VCOS staff based on notes from the Elevator Pitch exercise done at the February board meeting.
- **Partnership Exercise** – The board gathered in groups of three to discuss several questions regarding the value of partnership with Visit Colorado Springs. Each group shared the highlights of their discussions. The notes will be given to Amy, and the VCOS staff will work in these sentiments into our Partnership marketing materials and ongoing Partner communications.

### **President/CEO Update – Doug Price, President/CEO**

- Today is Jason Cutshaw's 1-year work anniversary. Congratulations on a great year.
- **Annual Business Meeting Preview** – The ABM will be tomorrow at the US Olympic & Paralympic Museum. Kim Griffis reported that we have essentially sold out with close to 180 guests. The presentation will be projected on the large LCD screen. The food will be exceptional. There are a few seats left if any other board members want to attend. The Mayor and Janet Suthers as well as Paralympian Tyler Carter will be the featured speakers. Pikes Peak Region Attractions is the Presenting Sponsor.
- **Ballot and voting 2023-Downtown Partnership Endorsements** – The current election is generating a lot of public input. The mayor's race is also generating a lot of interest with a variety of impressive candidates. Most are predicting there will be a runoff. Johnna reported there are a lot of divisions in the Mayoral race. She recommends doing in-depth research to learn which candidates are the most pro-business. VCOS does not endorse candidates, but the Downtown Partnership has endorsed four at-large candidates and one District 3 candidate for City Council. They also endorse the TOPS initiative as does VCOS. You can see online how the ballots are coming in, though not who people are voting for. It's critical that everyone vote. Most of the Mayoral candidates do not endorse an increase in LART, though that is not on the April ballot.

### **Finance Committee Update – Dave Harris, Board Treasurer**

- The committee has started to review the new reports from Xledger.
- The investment accounts performance was reviewed.
- The auditors have completed their in-office portion and are finalizing the audit in April.
- Staff join the committee meeting for a long discussion on the website performance.

### **Chief Financial Officer Update – Presented by Jason Cutshaw, Chief Financial Officer**

- **Performance Reports; Financials; Cash Flow and Aging Report** – Jason reviewed the various reports. RMLR, LART and STR reports have all come in. STR is forecasting 2023 will be better for travel than last year.
- An updated cash-on-hand graph showing monthly cash on hand is included in the packet.
- New financial reporting from Xledger is also included in the packet. We can now see budget against actual spending.
- A new report shows a 12-month running report that is filled in by our bank.
- Conservative investment account is up \$3,732 for February. The Opportunity Fund account is down \$23,774 as of February 28.
- Aging Report was reviewed closely. Many that are over 90 days are on a 12-month payment plan.
- **Parking Program** – We have been researching the possibility of creating paid spaces in our parking lot like what is in place in a lot at the south end of the block. This would provide a legal way for more people to have downtown parking at night and over the weekend. It will also provide some revenue to VCOS. The building owner is in support of the plan and would like us to use the revenue for building maintenance.
- Megan asked about the International Sales progress and goals. Both are at zero since this market has moved from Group Sales to the Leisure Marketing department and room nights are no longer tracked.

**Marketing Update – Amy Long, Chief Innovation Officer**

- **Website Update** - Amy reviewed YTD site performance for total and organic traffic as well as data from key pages provided by Tempest.
- Next steps include speaking with Alex, CEO of Tempest, this afternoon, and he is willing to visit in mid-April (likely April 17) to have in-person discussions with staff and board members. Staff is finalizing the RFP for SEO services, should switching SEO companies be necessary. VCOS will benchmark the performance of VisitCOS.com against other DMOs.
- Melissa explained Tempest reviewed a 3<sup>rd</sup> party audit we had done by a third party, and we will be getting another one soon.

**Wrap Up – Pepper Dombroski**

- Pepper asked each Board member to give a quick update on their organization.
- Doug looks forward to seeing everyone at tomorrow’s Annual Business Meeting.
- Pepper thanked the marketing staff for their continued diligence to get the website performance turned around.
- Pepper adjourned the meeting at 9:35 a.m. The next meeting is May 16, 2023.

Submitted:



Amy Long  
Chief Innovation Officer

Verified:



Becky Leinweber  
Board Secretary

