



FINANCE COMMITTEE

MEETING DETAILS

LOCATION:	Visit Colorado Springs, Olympic City Room
DATE:	5/14/2025
TIME:	8:00 AM
ATTENDEES:	Marisa Wigglesworth, CEO, Olympic & Paralympic Museum Doug Price, President & CEO, VCOS April Perez, Director of Finance, VCOS Christina Haywood, Executive Director, Garden of the Gods Foundation Michelle Talarico, CEO Picnic Basket Catering Dan Leclerc, CFO, Ent Credit Union Melissa Williams, Director of Marketing, VCOS Jason Akridge, Jimmy Murphy, Integrity Wealth Group

MINUTES

- I. Integrity Wealth:** Jimmy and Jason from Integrity Wealth gave an overview of the investment accounts. Overall, our portfolio remains well positioned relative to current market conditions. We've maintained a balanced allocation focused on capital preservation and moderate growth. The Finance Committee continues to monitor interest rate trends, inflation indicators, and broader economic signals. With CD rates expected to adjust in the coming quarters, the committee will evaluate whether to reinvest maturing funds, maturing July 12, 2025, or shift allocations in order to enhance yield while maintaining a conservative risk profile and appropriate liquidity.
- II. Symphony Dashboard:** Melissa Williams gave the committee an overview of the Symphony dashboard, which is a centralized platform designed to consolidate tourism data, including visitor trends, economic impact, and marketing performance metrics. It provides an at-a-glance view of key performance indicators to support strategic decision-making. The Finance Committee approved funding for this platform, recognizing its value in enhancing data-driven insights and reporting capabilities.
- III. Winter Leisure campaign:** Melissa Williams gave an overview of a proposed winter leisure campaign. The campaign is a targeted marketing initiative aimed at attracting overnight leisure travelers in winter months, with a focus on key drive and fly markets. The Finance Committee approved funding for this campaign recognizing the need to increase visitation in the winter.
- IV. March 2025 Financials update:** April reported that there were no concerns or extraordinary transactions in March.

V. Clean & Safe: Doug gave a brief overview of a new Clean & Safe program for the downtown area. The program is a community-focused initiative designed to enhance the visitor experience in downtown Colorado Springs by supporting cleanliness, safety, and overall hospitality. The program typically includes ambassador services, litter removal, and visible public engagement to ensure a welcoming environment. The Finance Committee has supported continued investment in this program due to its positive impact on visitor satisfaction and perception.

VI. Adjournment: The meeting adjourned, with the next meeting scheduled for June 11, 2025

NEXT STEPS

The Symphony dashboard, Winter leisure campaign, and the Clean & Safe program details will be presented to the Board of Directors for final approval.