

**VISIT COLORADO SPRINGS (VCOS)  
BOARD OF DIRECTORS MEETING  
Tuesday, January 16, 2024**

**Minutes**

**Board Members in Attendance:**

Scott Marble, Chair  
Susan Davies  
Dave Harris, Treasurer  
Becky Leinweber, Secretary  
Gus Krimm  
Crystal LaTier  
Lisa Neener (via phone)  
Marisa Wigglesworth  
Wendy McHenry  
Johnna Reeder Kleymeyer  
Megan Leatham  
Dr. Herman Crawford  
Greg Phillips (via phone)

**Board Members Absent:**

Kristina Coggins Heck  
Jenny Sherman  
Ed Okvath  
Michelle Talarico  
Jen Furda

**VCOS Staff:**

Doug Price  
Amy Long  
April Perez  
Peggy Manter  
Brian Werner - BRW (via phone)  
Kathy Reak  
Juliet Jacoby  
Brittany Hunt

**EXECUTIVE SESSION**

**CHAIR'S WELCOME – Scott Marble**

- Scott welcomed all and thanked the board for their trust in making him chair and thanked Susan for her work as chair before him. He presented her with a thank you gift.
- Acceptance of Board Meeting Minutes from December 5, 2023. Motion made by Dave Harris and seconded by Susan Davies to accept the October minutes as presented. The motion passed unanimously.
- The nominees for the new members, officers and second terms were next on agenda. First, Curtis Bova (Hotel Polaris) and Scott Flexman (Broadmoor) were presented as new members representing hotel and lodging. Motion was made by Gus Krimm and seconded by Becky Leinweber to accept the new board members as presented. The motion passed unanimously.
- The slate of officers was then presented: Dave Harris (Treasurer), Becky Leinweber (Secretary) and a new position for Gus Krimm (Vice-Chair). Motion was made by Marisa Wigglesworth and seconded by Megan Leatham to accept the slate of officers as presented. The motion passed unanimously.
- Second terms for Susan Davies (TOSC) and Dr. Herman Crawford (Pikes Peak State College) were next. Motion was made by Dave Harris and seconded by Gus Krimm to accept the second terms as presented. The motion passed unanimously.

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

- Doug let the board know that Brooke Mikulas opted out of a second term. She has three toddlers now and wants to have more family time. He said Curtis and Scott would be great additions for the board.
- Doug, Scott, and Gus will travel to the Board Leadership Symposium in Phoenix next week. Doug said he thinks it is a great event and has learned much from it in the past.
- Kathy introduced her two new employees: Brittany Hunt, Senior Sales Manager and formerly with the Colorado Springs Marriott and Juliet Jacoby, Group Sales Manager, who has a restaurant background. Each new hire gave the board a brief personal introduction.
- Doug and Bob Cope gave a 15-minute presentation on C4C to OEDIT staff. In the ten years since the birth of C4C, OEDIT has had many staff changes, and only a few OEDIT staff from 2013 are still with the organization. The presentation was precipitated by the Gazette article on the ten-year anniversary of C4C.
- Tim Wolfe will present at the February 20 Visit COS Board meeting and Nick Ragain, president of the Switchbacks, will also be present.
- He asked the board to review the proposed changes to the bylaws that were sent in the packet. There is no substantive change, it is more a reflection of no longer having a full time CEO.
- He let the board know the TIAC (Travel Industry Association of Colorado) event will be held at the Denver Sheraton on Feb 8 from 5:00 – 7:00pm.

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

- Dave explained that X-Ledger was working on repairs and continuing to align our systems with theirs.
- We are in a great cash position. The operating reserve, which is 25% of annual budget, is \$1.6M. As opportunities arise, the opportunity reserve can be used, and any monies used must be replenished within 3 years.
- Dave explained that the changes to the bylaws were mainly about reporting structures and titles. No substantive changes were made.
- The audit begins in February and should be completed by May 15. We are well prepared.

#### **Financial Update – April Perez, Senior Accountant**

- **Reports:** Performance, financial, cashflow and aging reports were sent in the board packet in advance of the meeting. She asked if there were any questions, there were none.
- April explained that the X-Ledger adjustments to allow for more cohesive and easier to follow reports.

#### **Marketing Update – Amy Long, Chief Financial Officer and Melissa Williams, Director of Marketing**

- Amy distributed the 2024 Marketing Plan and the calendar of Partner events to all members. If more are needed, please let her know.
- She pointed out the Annual Business Meeting will be on March 13, and that the Tourism Awards Celebration will be on September 13.
- She reported that the website is performing well.

#### **Sales Update – Kathy Reak, Vice-President of Sales**

- The group sales staff has already started their annual travel schedule and RFP's are coming in steadily.

#### **Wrap Up – Scott Marble**

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- All board members gave updates on their organizations. Scott thanked all for attending. Doug added a thank you to Scott and said it is great to have such great board members.
- The meeting was adjourned at 9:10 am.

Submitted:



Peggy Manter  
Executive Assistant

Verified:



Becky Leinweber  
Board Secretary

