



City of Colorado Springs

City Hall
107 N. Nevada Avenue
Colorado Springs, CO
80903

Meeting Minutes Council Work Session

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Monday, April 22, 2024

10:00 AM

Council Chambers

How to Watch the Meeting

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Estimated agenda item times are provided for planning purposes and do not constitute notice of a specific time for any item. Items may take more or less time than estimated. City Council may amend the order of items.

1. Call to Order and Roll Call

President Helms called the meeting to order at 10:00 AM and introduced Caitlin Moldenhauer, Attorney, City Attorney's Office.

- Present** 8 - Councilmember Yolanda Avila, President Pro Tem Lynette Crow-Iverson, Councilmember Dave Donelson, President Randy Helms, Councilmember Nancy Henjum, Councilmember David Leinweber, Councilmember Brian Risley, and Councilmember Michelle Talarico
- Excused** 1 - Councilmember Mike O'Malley

2. Changes to Agenda

There were no Changes to Agenda.

3. Regular Meeting Comments

Councilmember Henjum requested item 12.C be listed as a legislative item, not quasi-judicial, and requested the Amara annexation agreement and Concept Plan be included in the Agenda packet and be available to the public. Sarah B. Johnson, City Clerk, stated she will contact the Planning Department regarding these requests.

4. Review of Previous Meeting Minutes

- 4.A. [24-191](#) City Council Work Session Meeting Minutes April 8, 2024

Presenter:
Sarah B. Johnson, City Clerk

Attachments: [4-8-24 City Council Work Session Meeting Minutes Final](#)

Councilmember Avila requested clarification regarding when a Councilmember is marked absent. Sarah B. Johnson, City Clerk, stated if a Councilmember leaves the meeting, returns at a later time, and is not present when a vote is taken, they are marked absent for that vote.

The minutes of the April 8, 2024 Work Session were approved by Consensus of City Council.

5. Executive Session

5A. Open

There was no Open Executive Session.

5B. Closed

There was no Closed Executive Session.

6. Presentations for General Information

- 6.A. [24-068](#) Visit COS - 2023 year-end Lodgers and Auto Rental Tax (LART) contract update to City Council

Presenter:

Doug Price, President and CEO, Visit COS

Attachments: [VCOS - LART 2023 Q4 VCOS KPI written and Presentation 4-22-24](#)

Doug Price, President and CEO, VisitCOS, presented the third and fourth quarter 2023 Key Performance Indicator (KPI) report which reflected results through December 2023. He gave an overview of Lodging and Auto Rental Tax (LART), Revenue per Available Room (RevPAR), group sales marketing, communications, partnership, and visitor services.

Councilmember Leinweber asked if the rain events which occurred in May and June 2023 caused a decrease in tourism during those months. Mr. Price confirmed it did have an impact, but the LART revenue still did better than expected.

Councilmember Leinweber requested additional research regarding website traffic and how VisitCOS can promote businesses more. Mr. Price agreed to provide that information.

Councilmember Leinweber asked if Olympians have been moving out of the City. Mr. Price stated the National Governing Bodies of sports located

in Colorado Springs have not left, training has always been diverse, and the Olympic Training Center is very full.

Councilmember Leinweber asked if VisitCOS has a strategic plan concerning the United States Air Force Academy (USAFA) Visitor's Center. Mr. Price confirmed they do and identified how they are working with the state of Colorado to ensure the impact of the Visitor's Center is a positive one for tourism.

Councilmember Leinweber asked how they will ensure that Colorado Springs has enough resources for the Space Symposium. Mr. Price stated they have been working with the Space Foundation regarding the opening of the new Discovery Center, and the overflow hotels for the Space Symposium.

President Helms identified several of the way the USAFA promotes tourism in the City.

Councilmember Henjum asked what the profile of the ideal visitor is that VisitCOS is trying to attract. Mr. Price stated it is families.

Councilmember Henjum asked what facets of Colorado Springs attracts people other than outdoor recreation. Mr. Price stated it is to visit friends and family.

Councilmember Henjum asked if they survey visitors regarding their experience in the City. Mr. Price confirms they do through an outsourced organization and based on research they realized the need for more accessibility and that the City has a sixty percent repeat visit factor.

Councilmember Leinweber asked how capacity is being addressed. Mr. Price stated one of the ways is timed entry into the attractions.

6.B. [24-067](#) Colorado Springs Chamber and EDC - 2023 year-end Lodgers and Auto Rental Tax (LART) contract update to City Council

Presenter:

Dani Barger, Senior Vice President, Marketing, Communications & Sales

Colorado Springs Chamber and EDC

Attachments: [Colorado Springs Chamber + EDC LART KPIs Dec 2023](#)

Dani Barger, Senior Vice President, Marketing, Communications, and Sales, Colorado Springs Chamber and EDC, presented the 2023 year-end Lodgers and Auto Rental Tax (LART) contract update. She provided an overview of LART, their perception study, demographics of

target audiences, characteristics of Colorado Springs, industries associated with Colorado Springs, most helpful relocation tools, reasons why Colorado Springs has not been considered, and perceived strengths/weaknesses of Colorado Springs' business climate. She identified their goals/objectives, earned media, digital advertising, online presence, blogs, ongoing outreach, billboards, light pole banners, Broadmoor in-room collateral, booth handouts, lapel pins, stickers, and ongoing outreach.

Councilmember Donelson requested additional information regarding the differences between the perception of internal talent and external talent survey. Ms. Barger stated they can be attributed to the Club Q tragedy, perceptions of the City's political climate, reputation of being only focused on the military, and conservative nature, but it is very subjective.

Councilmember Donelson asked how many people completed the survey. Ms. Barger stated 515 people within the state and 1,500 people from outside the state.

Councilmember Donelson requested a breakdown of the demographics of the in-state participants in the survey. Ms. Barger stated she will provide that information.

Councilmember Donelson asked what the age range of the participants were. Ms. Barger stated 18-34.

Councilmember Donelson asked how the mathematics work for determining the results of the industries associated with Colorado Springs. Ms. Barger stated it was done by a "Check All That Apply" study conducted by New Mark.

Councilmember Leinweber asked why tourism was not included on the survey. Ms. Barger stated tourism is not what their economic development team is focusing on.

Councilmember Henjum asked what the participants mean by "tax climate". Ms. Barger stated she will provide that information.

Councilmember Leinweber asked how retention correlates with tourism. Ms. Barger stated the Colorado Springs Chamber and EDC is tasked with using the LART dollars to support their mission which is about economic development and business tourism.

7. Staff and Appointee Reports

7.A. [24-190](#) Agenda Planner Review

Presenter:
Sarah B. Johnson, City Clerk

Attachments: [Agenda Planner Review 4-22-24](#)

There were no comments on this item.

8. Items for Introduction

There were no Items for Introduction.

9. Items Under Study

There were no Items Under Study.

10. Councilmember Reports and Open Discussion

Councilmember Leinweber stated the Great American Clean Up Day is scheduled for Saturday, April 27, 2024.

Councilmember Talarico stated she is excited to be attending her first meeting with the Civil Service Commission on Monday, April 29, 2024.

Councilmember Avila stated the Santa Fe, NM Lodgers and Automobile Rental Tax (LART) is at seven percent, she attended the Forge Evolution luncheon which was very inspirational, and encouraged Councilmembers to attend their event next year.

President Helms stated he attended an event on April 15, 2024 to recognize April as Military Child Month.

11. Adjourn

There being no further business to come before City Council, President Helms adjourned the meeting at 11:36 AM.

Sarah B. Johnson, City Clerk