



**Board Retreat Meeting Minutes
Saturday, April 7, 2018
10:00 AM
Pueblo Convention Center
320 Central Main**

MEETING CALLED BY

Don Banner, Chairman, called the Saturday, April 7, 2018 Board Retreat Meeting to order at 10:07 a.m.

COMMISSIONERS PRESENT

Dave Abeyta, Mark Aliff, Patrick Avalos, Don Banner, Marlene Bregar, Louie Carleo, Rita Gersick, Beth Gladney, Meagan Koncilja, Betty Martinez, Ralph Williams

COMMISSIONERS ABSENT

Dennis Flores, Sal Pace

STAFF PRESENT

Tony Acri, Cherish Deeg, Jerry M. Pacheco, Andrea Delagarza

GUESTS PRESENT

Jessica Corona, Ted Freeman, Jaque Hallowaty, Dean Dennis, Katera Buckland

(All meetings are recorded per PURA's Financial and Administrative Internal Controls Policy adopted February 11, 2014)

APPROVAL OF AGENDA

All agreed the Pueblo Urban Renewal Authority (PURA) Saturday, April 7, 2018 Board Retreat Meeting Agenda should remain as presented.

EXECUTIVE SESSION

A motion to enter Executive Session of PURA for the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and/or instructing negotiators, under C.R.S. Section 24-6-402(4)(e), Negotiations regarding the Regional Tourism Act Project was made by Rita Gersick, Commissioner. The motion was seconded by Dave Abeyta, Commissioner. Executive Session participants included all commissioners present; Jerry M. Pacheco, Executive Director; Cherish Deeg, Operations Coordinator; Andrea DelaGarza, Director of Community Relations; and Tony Acri, RTA Project Manager. The motion passes unanimously. Executive Session began at 10:08 a.m.

A motion to exit Executive Session of the Pueblo Urban Renewal Authority was made by Louie Carleo, Commissioner. The motion was seconded by Betty Martinez, Vice-Chairman. The motion passes unanimously. Executive Session ended, and the regular meeting resumed at 10:55 a.m.

At this time Jessica Corona, Pueblo Convention Center (PCC) General Manager, introduced Jaque Hallowaty, Dean Dennis, and Katera Buckland from Spectra.

COMMITTEE REPORTS

Regional Tourism Act Project and Finance Committee

No report was given at this time.

Pueblo Convention Center

Don Banner, Chairman, stated that the committee has been working with the PCC Staff on Long Term maintenance and budgeting. A report will be given later in the meeting regarding a 5 year deferred maintenance plan.

CONSENT AGENDA

Consent Agenda approval to accept and file the following:

- Tuesday, March 13, 2018 Regular Board Meeting Minutes
- Monday, March 26, 2018 Executive Committee Minutes
- Monday, March 12, 2018 Regional Tourism Act Committee Minutes
- Monday, March 26, 2018 Regional Tourism Act Committee Minutes
- Tuesday, March 13, 2018 Pueblo Convention Center Special Committee Minutes
- Wednesday, March 28, 2018 Pueblo Convention Center Committee Minutes
- Friday, March 30, 2018 Finance Committee Minutes
- February 2018 Pueblo Convention Center Operating Statements
- February 2018 PURA Operating Statements
- Wednesday, March 21, 2018 Arkansas North Project Area Committee Minutes
- Friday, March 23, 2018 Fountain Creek and Arkansas South Project Area Committee Minutes

A motion to approve the consent agenda and all items included was made by Marlene Bregar, Commissioner. The motion was seconded by Betty Martinez, Vice-Chairman. The motion passes unanimously.

ACTION ITEMS

A Resolution approving the EDA Gran Amendment No. 1.

A motion to approve a resolution of the Board of Commissioners of the Pueblo Urban Renewal Authority in Pueblo Colorado, approving the Regional Tourism Act Project Economic Development Administration Grant Award Amendment No. 1, and authorizing the Chairman to execute same was made by Ralph Williams, Commissioner. The motion was seconded by Louie Carleo, Commissioner. Discussion followed regarding the award and its background.

A motion to amend the above motion to add the following conditions: PURA should have review and approval rights of the Request for proposals, EDA award should be spent prior to the Matching funds, Authorized scope of work should be finalized, and RTA Project Manager should be empowered to critically review the design plans with the City of Pueblo and the Historic Arkansas Riverwalk of Pueblo; was made by Louie Carleo, Commissioner. The motion was seconded by Rita Gersick, Commissioner. Discussion followed regarding the conditions. All voted nay, the amendment to the motion fails.

All voted nay, the resolution fails.

DISCUSSION ITEMS

Board iPad Discussion

Cherish Deeg, Operations Coordinator, asked the board if they would be willing to move to a paperless board meeting. Discussion followed regarding the cost, cost savings, process and equipment.

A motion to approve moving to a paperless board meeting by using iPads and a cost not to exceed \$7,000 was made by Louie Carleo, Commissioner. The motion was seconded by Betty Martinez, Vice-Chairman. The motion passes unanimously.

Pueblo Convention Center

The Spectra Employees gave a brief overview of the corporation, employment policies, and comparable venues. Discussion followed. No decisions were made. Jessica Corona, PCC General Manager, reviewed the 5-year deferred maintenance list, 18 month forecast report and a brief overview of the City of Pueblo Contract. Katera Buckland, PCC Director of Sales and Marketing, shared the sales process from beginning to end. Discussion followed, and all agreed that there should be more efforts to notify and involve the downtown business when there are large events at the PCC. Andrea

Delagarza, Director of Community Relations, will assist in setting up meetings and execute a plan. Discussion followed regarding local business verses Convention business, and size of building.

Don Banner, Chairman, stated that he had copies of the Greater Pueblo Chamber of Commerce report that discusses lodging tax. Discussion followed regarding the amount of lodging tax that is given to promote Pueblo. Jerry M. Pacheco, Executive Director, shared the difference between Lodging Tax and Vendor Fee. He stated that Vendor Fee is 3.3% of the General City Sales Tax and Lodging tax is an additional tax on room nights over and above the General City Sales Tax. He continued by giving an overview of the Spectra Management Contract. Discussion followed on the potential for a different type of incentive, contract termination, early termination, and actively engaging the Professional Bull Riders (PBR) and the Sports Performance Institute. All agreed that PBR should be engaged and discussions should take place in the near future regarding the management of the space and coordination of both areas.

PURA and PCC Logo Designs

Andrea Delagarza, Director of Community Relations, shared the logo concepts with the board. Discussion followed regarding color, design, skyline buildings, and connection between logos. All agreed that the RTA Sub-Committee should take this matter to committee and report back to the board. Marlene Bregar, Commissioner, will join the committee.

Project Area Committees 12-month Goals

Jerry M. Pacheco, Executive Director, shared the project area goals in a brief overview and communicated that the committees will meet bi-monthly to work on these areas. He continued by sharing two potential City directed project areas: Corona Park “the blocks” and a new east side area. Discussions are ongoing regarding these, but he will keep the board updated. Discussion followed regarding the PCC and board concerns. Don Banner, Chairman, stated that he did some research and it seems that PURA is not subject to the Sunshine Laws, but we will continue what we are doing in effort to comply with the law anyway.

ADJOURNMENT

A motion to adjourn the Saturday, April 7, 2018, Board Retreat Meeting was made by Betty Martinez, Vice-Chairman. The motion was seconded by Louie Carleo, Commissioner. Don Banner, Chairman, adjourned the meeting at 3:07 p.m.

Respectfully submitted by,



Cherish K. Deeg, Pueblo Urban Renewal Authority Operations Coordinator