



Lodgers and Automobile Rental Tax (LART)

Citizen's Advisory Committee

Special Meeting Minutes (Revised)

Thursday, April 11, 2019, 2:00 – 3:00 PM

City Hall, **Pikes Peak Conference Room, 2nd floor**

107 N. Nevada Avenue, Colorado Springs, 80903

Committee members present: Laurel Prud'homme / Jack Damioli / Doug Martin / Mina Liebert / Dani Barger / PK Knickerbocker / Councilmember Jill Gaebler / Councilmember Tom Strand / Madelin Montoya (Youth Ambassador) / Tyler Hoogenakker (Youth Ambassador)

City staff members present: Jacquelyn Puett / Carly Kobasiar / Rebecca Greenberg / Carly Hoff

- 1) **Call to order** – Chair Laurel Prud'homme called the meeting to order at 2:00 p.m.
- 2) **Public comments** – There were no comments.
- 3) **Break-out Session: Branding** – Chair Laurel Prud'homme briefly discussed the groundbreaking ceremony for the new restrooms/viewing platform at Garden of the Gods. The Mayor was present along with others and a temporary LART logo was created by the Parks Department to advertise the funding source to the general public.

The committee discussed details and strategies for signage, a logo, banners, a website landing page/website URL and domain, and videos – all in an effort to educate the public on the purpose of LART funding.

The committee established the need for two separate financial requests to cover the creation of the logo/signage, etc. and messaging, videos, social media management, an education campaign strategy, and the possibility of a name change.

Ms. Prud'homme collected the comments/information from the committee members and said that she would prepare a draft plan to be presented at the May meeting for review.

- 4) The special meeting adjourned at 2:50 p.m.