



**Lodgers and Automobile Rental Tax
Citizen Advisory Committee
Meeting Minutes
107 N. Nevada Avenue
Pikes Peak Conference Room
October 19, 2017
3:00 – 4:00 p.m.**

Committee members: Fred Veitch / Mina Liebert / Daniel Kammerer / Paul York / PK Knickerbocker / Doug Price / Doug Martin / Councilmember Tom Strand / Council President Pro Tem Jill Gaebler

City staff members: Jeff Greene / Charae McDaniel / Jacquelyn Puett

- 1) **Call to order** – Chair Fred Veitch called the meeting to order at 3:00 p.m.
- 2) **Public comment** – There were no comments from the public.
- 3) **LART fund balance update** – Charae McDaniel, Finance department, was present to discuss the current LART fund balance. While ending fund balance projections were the same, estimated revenue forecasts were anticipated to be over budget.
- 4) **Discussion on City Council/Administration changes to LART CAC recommendations** – Councilmembers Jill Gaebler and Tom Strand, along with Jeff Greene, Chief of Staff, and Charae McDaniel, outlined proposed changes to the contract with the CVB. Proposed changes included transitioning from a three-year contract to a two-year contract and rather than receiving a full two-thirds of the revenue over budget, the City would provide the CVB with a five percent increase over the annual contract.

In addition, annual contracts would be established with the Chamber and EDC, the Sports Corporation and COPPeR, and funding would be distributed as follows for 2018:

- CVB - \$3.8 million
- Sports Corporation - \$200,000
- COPPeR - \$200,000
- Chamber and EDC - \$300,000

Councilmember Gaebler explained that the proposal began with several members wanting to provide dedicated funding to the arts and to specific sectors of tourism in the

community. This would allow for expert tourism-related promotion in specific industries.

Another proposed change to the LART CAC recommendations was to provide \$50,000 for the Flying W Ranch.

Mina Liebert inquired about the process that was used to figure out how much money each of these entities would receive.

Councilmember Tom Strand elaborated on the process and reiterated the importance of the LART CAC's work, and Councilmember Gaebler discussed the movement towards a business-development strategy and the attempt to spend a minimum amount to obtain the greatest impact.

- 5) **City Council timeline for review/approval of 2018 LART** – The anticipated review and final approval of the proposed 2018 LART allocations by Council would take place in November, between the November 13th and November 28th meetings.
- 6) **Member Announcements** – There were none.
- 7) **Adjournment** – The meeting adjourned at 3:36 p.m.