



MANITOU ARTS, CULTURE, AND HERITAGE BOARD SPECIAL MEETING AGENDA

All upcoming MACH meetings are scheduled to be remote, via Zoom. A link is provided on the City's Official Website at

<https://www.manitouspringsgov.com/544/All-Boards-and-Commissions>

January 30, 2025

5:00 PM

- I. CALL TO ORDER & ROLL CALL**
- II. APPROVAL OF AGENDA**
- III. PUBLIC COMMENTS NOT ON THE AGENDA - Please limit comments to 3 minutes**
- IV. REPORTS - CITY COUNCIL LIAISON & STAFF**
 1. Judith Chandler, City Council
 2. Becca Davis, City
- V. BUSINESS**
 1. Tier 1 Presentation, Manitou Springs Heritage Museum (Michelle Anthony)
 2. Tier 2 Invitees: Manitou Springs Music Foundation (Eddy Lieberman), Carnivale Parade (Jenna Gallas), Pikes Peak Bulletin (Lyn Harwell or Heila Ershadi)
 3. Status Report on Grants with Eligibility Questions (Ralph Routon)
 4. Review Tier 2 Mini-Grant Applications - Discuss any with uncertain grades. Decide Up or Down on Approvals or Rejections.
 5. Optional, if Time Permits, Start Review of Tier 2 Regular Grants, continuing Feb 6, 2025
- VI. ADJOURNMENT**

Board Members:

Ralph Routon (07/31/2025)
Kinsey Watts (07/31/2025)
Wren Almitra (7/31/2026)
Mark Lee (07/31/2028)
Marcus Medina (07/31/2026)
Neale Minch (07/31/2028)
Peter Sommers (07/31/2028)

Alternates:

Jason Wells (7/31/2028)
Nancy Wilson (7/31/2027)

Staff and Liaisons:

Judith Chandler, Council Liaison
Rebecca Davis, Finance Director

1 alternate position available

The City of Manitou Springs does not discriminate on the basis of disability in the admission to, access to, or operations of programs, services or activities. Reasonable accommodation will be provided to ensure equal access to all. Individuals who would like to request auxiliary aids or services should contact the ADA Coordinator at (719) 685-5481 or jfryer@manitouspringsco.gov to discuss specific needs. Please provide a minimum of 3-5 days advance notice.

Interested citizens are invited to serve on any of the City's Boards or Commissions. Please contact the City Clerk at 719-685-2554 for more information or visit our website at: www.manitouspringsgov.com.

MACH Tier One Application Manitou Springs Heritage Museum

MACH WORKING SESSION JANUARY 23, 2025

MISSION

- *Our mission is to collect, preserve, research and interpret the history and culture of Manitou Springs and the Pikes Peak Region.*

One of the museum's goals is to educate citizens and visitors about the heritage of this unique community in order to increase appreciation and understanding.

WHAT WE DO

- **Collect**

The museum frequently receives donations of photos, postcards, documents, and other type of artifacts related to Manitou Springs. We have a group of long-term, dedicated volunteers who have processed more than 6,000 items into the PastPerfect software and have spent, and continue to log in, hundreds of hours a year evaluating and processing items to include in the museum's archives.

- **Preserve**

Items are documented, logged into the archiving database software, Past Perfect, and stored per professional museum standards and practices, which has included making improvements to the storage areas of the building. PastPerfect allows sharing the collections online, which will greatly enhance access to the information held in the archived items. We carefully store our artifacts and have or are developing plans for how we are going to share these items and their history with our guests and the public.

- **Interpret**

When we create an exhibit or host a presentation, we have an opportunity to provide perspective on historical persons or events in our area, the state, in the country, and even the world. Many of our exhibits are inspired by the donations and utilize items in the museum's archives.

ACCOMPLISHMENTS FOR 2024

Archiving - Collections and Artifacts	
Approaching 7,000 items currently in museum’s collections database.	Processed more than 600 new artifacts into PastPerfect and stored per archival standards. <i>Note: These records included collections related to the MS Development Company, 1970-1980s Main Street projects, Crystal Park Auto Highway (1930s), Pikes Peak Ski Area, Cave of the Winds, and the Mineral Springs Foundation were cataloged and stored.</i> Reprocessed over 1,000 items from museum exhibits noting where new locations were in order to clear museum in preparation for construction project.
Exhibits	
Installed seven new/retooled exhibits for the museum’s grand reopening on June 7 following major upgrades to the building and museum space. One additional exhibit was opened for Waterfest and one was opened for Indigenous Peoples Weekend.	Exhibits: “Pikes Peak International Hill Climb Wall of Fame”; “The A and A Garage at the Museum”; "Van Briggles: What Is the Manitou Connection?" and "The Garden of the Gods Pottery"; "Manitou Rails!"; “Manitou Springs High School – Then and Now: 100 Years of Community Pride”; "Pikes Peak Places"; "Manitou's Water Culture" (Waterfest); “The Photography of E.S. Curtis and Roland Reed- Historic and Contemporary First Nation Images” with Native American consultations and involvement (Indigenous Peoples Weekend.)

ACCOMPLISHMENTS FOR 2024 (continued)

Operations

Continued partnership with UCCS Intern Program. Cost to museum was approximately \$8,400. Interns allowed museum to be open between seven and four days a week, year-round.

Added an Archives page to the museum's website.

Proceeds from the Ghost Tours and other donations, memberships, museum store sales are dedicated to operations.

- Four paid interns working approximately 1,150 hours assisted in the operation of the museum and allowed it to be open seven days a week from the grand reopening on June 7, to the end of October. Hours were 12-4pm. Off-season (November-December) the museum was open four days a week; hours did not change
- Exceeded 5,000 visitors in 2024 learning about Manitou History. *Note number was reached during only six months of operation.*

Events/Programs

Continued to build relationships and community outreach with events and programs at the museum and off-site, and partnerships with other organizations.

- Fruitcake Toss (Manitou Springs Chamber)
- Cool Science Festival programming (Cool Science)
- Vintage Baseball Game and Manitou Springs Day of Friendship (City of Manitou Springs and Chamber) *Note Vintage Baseball 2024 was largest turnout since start of event.*
- Indigenous Peoples Weekend (City of Manitou)
- Waterfest (Mineral Springs Foundation)
- Pikes Peak International Hill Climb (livestream of race added in 2024)
- Manitou Springs Ghost Tours during October
- Spooktober Movie Series during October
- Manitou Springs Heritage Brew Festival held in Memorial Park

ACCOMPLISHMENTS FOR 2024 (continued)

Events/Programs (continued)	
Community and Public Outreach by hosting community groups and providing docented, educational tours to students and tour groups.	Due to the construction closure of the museum for ½ of 2024, there were only six hosted events/docented tours. We were excited to host long-time supporter, the Manitou Springs Women's Club, for its monthly luncheon. We welcomed new user, the Manitou Springs Drumming Circle, to the museum for its off-season get togethers. Additionally, UCCS students were given a private, educational tour of the museum, and tours were given to groups on two bus tours.
Participated in First Friday Artwalks. Museum stays open on First Fridays and features a new or an existing exhibit.	Due to construction project during the first half of 2024, the museum was open for First Friday in July, August, September, October.
Aggressive promotions of all exhibit openings, speakers, and events. This includes press releases, postings on the museum website, Facebook page, and event calendars, in addition to other methods of getting the word out regarding activities.	There were 23 media stories either about the museum, a museum event, or which referenced information from or a comment by someone associated with the Heritage Museum.
Access Safety Improvements	Installed handrails on both sides of stairs going to the second floor, where the only restroom serving the museum is located. The stairs are utilized by volunteers and interns, and most importantly visitors to the museum and participants in programs and events. We plan access improvements long-term, but felt this small improvement greatly enhances the safety for anyone using the stairs.

ACCOMPLISHMENTS FOR 2024 (continued)

Capital Campaign for Improvements to Museum Building

Fundraising for structural, mechanical, electrical, and aesthetics to building and museum space. Project total cost: \$450,000 for final phase of improvements. (Total project was close to \$1 million.)

The following items were completed in 2024 and allowed reopening of the museum on June 7:

1. Installed **sliding barn doors** on front to replace overhead garage door and restore the building's historic appearance.
2. Installed **glass entry** inside front opening for better control of heating and cooling.
3. Remediated **asbestos** in ceiling
4. Installed **structural beams and posts** to support second floor.
5. Installed **furnace and air conditioning** in the building
6. Installed **new electrical** in the museum.
7. Installed **insulation/drywall** on the walls/ceiling and built **storage enclosures** in the museum.
8. Installed new **light fixtures**, **painted** the walls/ceiling, and **refinished the floor** to put final touches on the upgraded museum space.

- Raised approximately \$4000 through individual donations ranging from a few dollars to several hundred.
- Grants obtained from the El Pomar Foundation (\$15,000) and the Ackerman Fund (\$15,000).
- Received grant(s) from the State Historical Fund through History Colorado for planning and exterior hard costs.
- Received \$5,000 from the Manitou and Pikes Peak Cog Railway through dedicated sunrise train.
- During Capital Campaign, proceeds of the annual Brewfest were dedicated to the building improvements. Brewfest attendance is approximately 800 +/- people per year contributing to the museum.
- Approved to be an El Paso County Enterprise Zone. Approximately, \$3,000 in donations through that program.
- Raised the final amount needed to close out construction through four personal loans totaling \$130,000. One loan for \$25,000 was paid off in 2024.

GOALS FOR 2025

- Fund UCCS intern program to allow operation of museum the hours\days outlined under “Operations” page 5
- Planned exhibits are: The Pikes Peak Ski Area; Pikes Peak International Hill Climb Exhibit and Livestream Event; 70th Running of the Pikes Peak Marathon; production of a video regarding Emma Crawford; Victorian Death Experience
- 30th Anniversary of Ghost Tours and 10th Anniversary of Brew Fest. Continue Annual Events listed under “Events/Programs” page 5, with addition of Fundraising Breakfast to 2025 list of events
- Complete Input of City Records Collection into PastPerfect. Implement online public access to minimum 5% of total archives
- Adopt Digital Collections Policy (drafted by Masters Student) and other policies/instructions needing development or update; update/revise Board Bylaws and Rules of Procedure
- 8-12 Speakers/Programs – approx. 1/2 associated with exhibits and 1/2 in support of events noted above
- Continue Hosting 4-6 Docented Tour Groups (schools and bus tours)
- Reduce Debt from Construction Project by \$60,000
- Continue to work with donors and funders to support museum exhibits and events
- Expand and invest in advertising and promotion of speakers, exhibits, events
- Create a Digital Docent tour inside the museum with additional exhibit interpretation, in order to allow enjoyment by vision-impaired individuals; may also produce Spanish language tour
- Create digital walking tour(s) of the commercial area/mineral springs. Note same ADA and non-English language speaker benefits as Digital Docent.
- Convert one or more books published by the Heritage Center into e-Book(s)
- Exceed 5,000 visitors to museum through consistent open hours and targeted promotion/advertising
- Expand Board by two more members
- Revise/Update museum membership program and undertake membership drive

WHAT WILL 2025 MACH MONIES BE USED FOR?

A portion of the Tier I MACH funds and proceeds from the Brew Fest allow payoff of approximately \$60,000 in outstanding debt incurred to cover final capital improvement costs.

Tier I MACH Funds will also be used to fund the UCCS Intern program that allows the museum to be open for more hours and days annually, which increases the outreach and interaction with the public.

We anticipate purchasing and implementation of the PastPerfect software component which will allow publishing the museum's records online, in a searchable database format.

MACH Funds allow revenues from the Ghost Tours and other activities, events and museum store sales to be dedicated to the operational costs of the museum (gas and electric, water and sewer, phone, internet, website hosting/maintenance/improvements, building cleaning, maintenance, minor repairs, etc.). Without MACH support, the museum would not have been able to undertake the construction projects that are now complete without taking on substantially more debt and/or holding a much longer-term Capital Campaign.

MSHC 2025 OPERATING BUDGET

Income:

Events	\$ 8,000
Store and memberships	3,600
Rent	11,730
MACH	<u>10,385</u>
Total Income	\$33,715

Expenses

Utilities	\$ 3,100
Insurance	6,600
Exhibit and Archives	5,335
Work/Study	8,580
Maintenance	4,100
All Other	<u>6,000</u>
Total Expenses	\$33,715

THREE-YEAR GOALS

- Make our collections, artifacts and exhibits more easily and broadly accessible to the public
- To have adequate staffing to ensure we are available and open during regularly scheduled hours
- Expand outreach to local Students and Educators and tours of visitors to the Pikes Peak Region.
- Enhance program offerings and guided tours to enrich people's knowledge of the history of the area
- Prepare for second floor, ADA elevator, and stairway improvements after remodel is paid off
- Continue with preparation of a plan, with ultimate adoption by Board, of plan for improvements to yard area behind second floor of building to allow outdoor exhibit – “The Manitou Railyard” – and other beneficial use by museum.

EQUAL OPPORTUNITY EMPLOYER & ORGANIZATION

The Museum Board of Directors has adopted the following policy:

Historic Manitou Springs, Inc. does not and shall not discriminate based on race, color, religion, creed, gender, sexual orientation, national origin, ancestry, age, marital or veteran status, disability, or any other legally protected status in any of its activities or operations. The activities include, but are not limited to, the selection of volunteers, employees, vendors, and the provision of services. We are committed to providing an inclusive and welcoming environment for all members of our board, volunteers, employees, agents, vendors, and visitors alike.