



RTA ADVISORY BOARD MEETING
MINUTES
DECEMBER 20, 2021, 2:00 P.M.
CITY ADMINISTRATION BUILDING, ROOM 102

- 1) Welcome and Introductions
Economic Development Officer Bob Cope welcomed everyone to the meeting. Sherry Hoffman called the roll.
- 2) Call to Order – Roll Call

Tom Strand – absent
Jeff Greene – absent
Stan VanderWerf - absent
Governor Dick Celeste – absent
Martin Wood – absent. Bill Lueke represented UCCS.
Lieutenant General Clark– absent. Carlos Cruz-Gonzales represented USAFA.
Luke Travins – present
Becky Medved – present
Dan Stuart – present
Doug Price – present
Doug Quimby – absent
Julian Flores – absent
Lynne Telford – present
Marvin Strait – present
Mike Gould – absent
Susan Edmondson – present
Bob Cope – present
Bret Waters– absent
Randy Case – present

Bob Cope called for a motion to excuse those unable to attend. Motion passed unanimously.
- 3) Approval of Minutes
Bob Cope called for an approval of the minutes. Motion passed unanimously.

4) Communications
None

5) Project Element Status Updates

- a. USOPM – Peter Maiurro presented the project element update. The museum set a record attendance on July 30th of this year. The Board is being very intentional and thoughtful about how they proceed with event planning for the future. The original projections were 300,000 to 350,000 attendees on an annual basis, and they accomplished nearly a 3rd of that in calendar year 2021. The event revenue has been positive for the USOPM in the non-tourist-season months. For 2022, the USOPM hopes to capture some of the momentum of the Summer Games and the Winter Games. Currently focused on fund raising. Campaign right now to continue to stabilize the organization and ensure sustainability. The Museum has begun conversations about the Hall of Fame induction process that will take place summer, 2022. Potential for most, if not all, the activities surrounding that induction will happen here in Colorado Springs. Ramping up marketing beyond Colorado Springs, specifically the Denver market and any market that is a direct flight destination from COS.
- b. UCCS – Bill Lueke presented for the project element. The Hybl Center has attracted top talent in the last 6 months. Dr. Todd Olin, a pulmonologist on staff at national Jewish hospital in Denver in the areas of exercised induced asthma and vocal cord dysfunction, is now a member of the team at Hybl. He is also a team physician with USA Swimming. Doctor Bill Cornwell from Colorado University Cardiology is an interventional cardiologist. He who wrote a work called, “The Athletic Heart,” as a reference textbook used all over the world. Dr. Cornwell is now doing research at the Hybl Center. Doctor Michael Rochon is on staff at Centura Health. He is an emergency medicine physician and chief medical officer for USA Cycling. He is directing research efforts between the University and Centura, and the athletes. Dr. Nathan Morris just finished his postdoctoral fellowship at the University of Copenhagen. His focus is on athlete performance in extreme environments. The Center has also contracted with Dr. Michael Brothers, a former Olympic athlete living in Colorado Springs, to run the metabolic assessment lab. The Hybl Center also now boasts of their new bicycle fitting apparatus, offering medical bike fitting (paid by insurance) and retail bike fitting to athletes in the market for a new bicycle or who already own a bicycle that needs adjusting for a better fit. Another new retail service offers golf swing analysis. This retail partnership is a collaboration with the UCCS Pro Golf Association management program. Eleven percent of business for the past twelve months was gained from out-of-town visitors. One of the ways they have become a physical hub for sports performance and sports medicine is through working with big events, like the Colorado Springs

Marathon and the Pikes Peak Apex Mountain Bike Race. The Hybl Center served as the packet pickup and hub for athletes. In November they hosted Coach Inigo San Millan, the personal exercise scientist for several Tour de France winners. He is on staff with team UAE, and spoke to UCCS students. The Hybl Center recently hosted over 18 of the 22 national governing bodies. Eighteen percent of the Human Physiology and Nutrition Department students are non-residents, up from the University average of 13%.

c. CSEC

- i. Robson Arena – Lesley Irvine, Colin Bailey and Amber Brannigan gave an update on this project element. The Robson Arena opened its doors just in time for hockey's opening season. All ten games were sold out. Marketing team is following up with season ticket holders to determine why some are not showing to the games. They have also been focusing on the multi-use aspect of the facility, and holding a variety of events, to include 63 core community events, and 22 student-only activities. The zoned approach to parking has been working beautifully. Has received positive feedback from the Historic Preservation Association and the near North End. Discussed the benefits of using the gold parking pass, to include the angled street parking near the Arena.
- ii. Weidner Field – Nick Ragain provided an update on the project via letter. The team finished second in their division, and they made the playoffs for the first time since 2016. Hadji Barry was named MVP of the League, scoring a record 25 goals in the season. Their organization also finished in the top 5 teams in the League for a ticket and sponsorship sales, and 15th in apparel sales. They're going to make that a focus for 2021-2022. Weidner Field hosted 62 events this year, including concerts, Brewfest Christmas parties, and wedding receptions. They have also hosted NCAA Division 2 championships, Colorado High School Association finals, and smaller events – to include field days and field trips. They are trying to double those events for next year. They have 3 letters of intent to occupy the restaurant space. They hope to have that space open by the fall of 2022. The restaurant space will be open year-round, and not just during the soccer season.

- d. USAFA - Dan Schnepf and Carlos Cruz-Gonzalez presented for the project element. The project is ready to go to construction. Waiting on the financing element to be completed. The final design of the visitor

center will take place shortly thereafter. The project cost (hotel and Visitor Center) is now estimated to be near \$320M because of the rising costs of supplies and labor since the pandemic. The project still encompasses the Visitor Center, a hotel and conference center, an office complex that will devote much space to a cyber center for teaching and industry (working directly with the Air Force Academy), and the retail component – consisting of food service and others. The foundation has invested \$10M into the project as well, providing much-needed equity. They plan on closing on the bonds by December 29, 2021, and begin construction February, 2022. The Visitor Center will begin construction in late April or early May. Will still meet all the scheduling requirements of the EDC. The Santa Fe Trailhead will still be available to trail users after construction, and they will also have a new parking lot to utilize. Will be closed during the construction phase. GE Johnson will be building the Visitors' Center. Exhibit work will take place while Dan's team works to finalize building design. The Department of Tourism will also have space in the facility for a welcome center. There will be a press release and groundbreaking.

6) Financing Entity Report

Randy Case provided the Financing Entity Report update, including current cash balance. He encouraged everyone to take advantage of the tours offered by each project element.

7) Applicant Update

8) Unfinished Business
None

9) New Business
None

10) Board Member Comments
Doug Price discussed his staff doing trade shows again, and the receptivity from different communities they have visited of the City for Champions projects.

11) Public Comment / Public Input
None

12) Adjourned