

**TOWN OF MONUMENT, CITIZENS SERVICE LEVELS ADVISORY COMMITTEE  
REGULAR MEETING MINUTES**

Thursday, February 12, 2026 – 4:00 PM

Monument Town Hall, Council Chambers – 645 Beacon Lite Rd., Monument CO 80132

Hybrid Meeting – Remote Participation Via Teams

COUNCIL MEMBERS	TOWN STAFF
<b>PRESENT:</b> Brandy Turner, Committee Vice-Chair Johan Moum Scott Gilson Steven King, Mayor Pro Tem Laura Kronick, Town Councilmember	Madeline VanDenHoek, Town Manager (at 4:20pm) Jennifer Phillips, Director of Finance Laurie Young, Finance Manager Steve Murray, Senior Accountant
<b>ATTENDED REMOTELY:</b> John Lewis, Committee Chair Greg Bland	
<b>ABSENT WITH PRIOR NOTICE:</b>	
<b>ABSENT WITHOUT PRIOR NOTICE:</b> Heather Paul	

**1. Call Regular Meeting to Order at 4:04 PM**

**2. Roll Call**

Brandy had received an email from Kim Brandon 2/12/26, 3:25pm asking to drop out of the committee.

**3. Approved Minutes from November 7, 2025 meeting**

Motion by Laura Kronick, and all in favor 7/0.

**4. Discussion items**

**a. Revenue Option Review**

- **Lodging tax**

Short Term Rental regulation needed – In Home Business License – simple, no regulations. Town Code doesn't allow.

Business License decision does not need to go to Town Council. Lodging Tax decision will need to go to a Vote of People.

Palmer Lake has a Bed Tax, COS has a Lodging Tax and there is not a tax in County only areas.

Discussion of naming tax something different because words matter, possibly a Visitation Tax.

- **Sales tax revenue**

491 Metro districts are in El Paso County – metro districts prevent tax increases and keeps money local.

Challenge is coming up with increase %, which would need to be decided by TC.

Would require a Vote of the People.

- **Admission tax**

Similar to lodging tax, and would target Lost Island, which is expected to open in 2027.

Not yet known how popular this venue will be.

Voter approval needed.

Would this tax include admissions for attending events such as a wedding show at Hearth House? Research is needed for this answer.

If Lost Island to open in 2027, then this would need to be added to the Nov 2026 ballot.

When asked if the Lodging tax can be bundled with Admission tax the answer was no.

#### **b. Parking at Monument Lake**

Enforcement estimated at \$46K annually, assuming equivalent of 2 hours per day.

Impact of parking in town and in adjacent neighborhoods to avoid paying.

Citation fees to be determined.

Johan spoke about his knowledge of Palmer Lake's parking fees: no enforcement – honor system, intense signage, significant revenue.

Earmarking revenue purpose would be decided by Town Council.

Does not need to go to a Vote of the People.

#### **c. Mill Levy Report**

Packet included mill levy comparisons from surrounding areas.

Voter approval needed

#### **d. PPRBD Year in Review – Use tax**

Changing the Town's Use tax from 2% to match sales tax at 3.5%.

Per PPRBD presentation to TC on 2/2/26, Town estimated commercial builds in 2025 equaling \$92M.

Use tax goes towards Capital Project Fund, not General Fund.

### **5. Discussion item not on the Agenda**

Colorado Municipal League Resources: State of Our Cities & Towns 2026 – this presentation was also emailed to each member on 2/13/26.

Key topics of conversation:

- Feeling of Overall municipal economy for CY is trending towards worse than prior years.
- Regarding Changes in sources of revenue since 2024 over 40% reported increases in sales, use and property taxes.
- Anticipated change of building more that municipalities can maintain.
- Validation that we are not alone in our economic condition.

CSLAC ranking of each revenue option:

Johan: Use Tax

Lodging Tax – include a good marketing plan.

Parking at lake – use honor system, and since no vote required is a “no brainer”.

Scott: Lodging tax

Parking at lake

Sales Tax – large dollar impact

Use Tax

Does not like idea of raising property taxes.

Greg: Parking at lake – easy money and honor system

Admission tax – likes idea since Monument is becoming a more popular destination for visitors.

Use Tax

Sale Tax

Lodging Tax

John: Parking at lake

Short Term Rentals

Sales Tax – if we increase by .25% will be approx. \$250K of additional revenue

Brandy:        Parking at lake  
                  Use Tax – since for road use should be an easy sell  
                  Lodging Tax

Ballot discussion:

The Town cannot advocate for ballot measures – CSLAC can.

“Tax” can be viewed as an investment in the community – we are asking for the community to choose what their community should be like via ballots.

Staff is responsible for writing ballot measures.

Scott welcomes proofreading any ballot measures in an effort to make them easy to understand.

Overall agreement that when ballots are hard to understand the voter will usually vote No.

Ideas for writing news articles to advertise ballot measures and use social media avenues.

Ballot measures are due in August.

**6. Public Comment**

None

**7. Next meeting**

Future meetings will be held on 2<sup>nd</sup> Thursday of each month at 4pm.

Next meeting will be on 3/10/26 and will include discussion on Community Survey Topics.

**8. Adjourn at 5:29pm**

Motion by Brandy Turner, and all in favor 7/0.

Respectfully Submitted,

---

Laurie Young, Finance Manager