

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
REGULAR BOARD MINUTES
THURSDAY, OCTOBER 24, 2019
(Rescheduled from October 10, 2019)
131 N 6TH STREET
7:30 A.M.

PRESENT: Josh Niernberg (Vice-Chair), Tom LaCroix, Dan Meyer, Libby Olson, Maria Rainsdon, Duncan Rowley, Anna Stout, Vance Wagner

ABSENT: Doug Simons Jr. (Chair)

STAFF: Vonda Bauer, Rykel Menor, Brandon Stam, (Caitlyn Love was absent)

CITY STAFF: Greg Caton (City Manager), John Shaver (City Attorney), Jodi Romero (City Finance Director)

CALL TO ORDER: Josh called the meeting to order at 7:35 a.m.

APPROVAL OF MINUTES:

Meeting of September 26, 2019

Vance made a motion to approve the minutes of the September 26th, 2019 meeting. Duncan seconded the motion. The motion was approved.

BID BUDGET

Brandon presented the 2020 proposed BID budget and recapped the 2019 activity. Brandon explained that the BID is composed of commercial properties within the BID boundaries to provide marketing, promote downtown, and produce special events. The BID is primarily funded through a special assessment and revenue received from sponsorships and vendor fees.

2019 BID Highlights

- 2nd Annual Restaurant Week with exceptional participation
- Grand Junction Off-Road and Downtown Music Festival event was successful
- Rebranded the Farmers Market to Market on Main with increased vendor participation and sponsorship revenue
- Launched a Rhythm and Brews Concert Series (once a month) after Market on Main
- There was an overall increase in vendor fee revenues and sponsorship revenue
- Worked with Tour of the Moon to provide music and promotional offers with Downtown businesses
- Expanded Art Festival into a weekend of activities that included First Friday, Art on the Corner installation, art expo, community crosswalk painting, and Grand Junction Film Festival
- Developed additional partnerships with Mesa County Library, COPMOBA, Arts Commission, and Colorado Mesa University

2019 By the Numbers

- Sales Tax Revenues: 6.3% annual increase for restaurants and bars and 3.4% for retail (Citywide)
- 5.3% annual sales tax decrease in Downtown District – primarily due to closure of Downtown City Market; however, 8.2% growth over a five-year period
- 17.5% growth in BID revenues over a four-year period
- 16.5% growth in vendor fee revenue over a two-year period
- 70% growth in sponsorship revenue over a two-year period

2020 Proposed BID Revenues & Expenses

The 2020 proposed revenues are \$384,969 which includes licenses/permits, grants, sponsorships, vendor fees, special assessments (includes a 5% increase-\$7,900) in the special assessment, the DDA & City contributions, and miscellaneous revenue. The 2020 proposed expenses are \$339,837 which includes labor & benefits, and non-personnel operating expenses.

Brandon explained some of the changes proposed in 2020. Sponsorship revenue budget increased from \$60,000 to \$80,000 to reflect a more accurate amount received. Human Resources projected the highest rate for health care coverage when a new employee is hired; therefore, personnel costs were less in 2019 due to family health coverage vs. single health care coverage. The special events budget increased from \$70,300 to \$90,000 due to additional events and operational costs for events.

It was noted that Caitlyn and Rykel’s positions are funded out of the BID since their functions are marketing and event related activities; however, Caitlyn’s current position, Downtown Marketing and Communications Specialist, will be reclassified to Community Engagement Manager. The new position will include project management for the DDA; therefore, 10% of her salary will be funded out of the DDA and 90% funded out of the BID. Vonda’s salary is funded 100% by the DDA. Brandon’s salary is 100% funded by the DDA; the majority funded out of Fund 103 and a small portion funded out of Fund 203 towards projects like Two Rivers and Las Colonias.

There was discussion regarding the BID contributing a portion of funding for office expenses, utilities, and rent. Brandon stated that if the BID becomes sustainable then the Board can revisit the contribution from the DDA to the BID.

BID Fund Balance Summary:

2017 actual	\$ 25,073
2018 actual	\$ 70,108
2019 projected	\$ 88,216
2020 projected	\$133,338

Brandon stated that the fund balance for 2019 will likely be higher than what was projected based upon current actuals. The 2019 actual final amounts will be provided to the Board towards the beginning of the year along with the annual report.

2020 BID Goals

- Continue growth and opportunities for Downtown events (creation of a fall Farmers Market; expansion of Rhythm and Brews Concert Series; expansion of Art Festival)
- Pursue grant opportunities including GOCO Active Artline and Levitt Concert Series
- Continued marketing partnerships and co-op programs
- Wayfinding and Placemaking identified in Plan of Development
- Continued education and awareness opportunities for Downtown businesses

Anna made a motion to approve the proposed BID budget for 2020. Tom seconded the motion. The motion was approved.

UPDATES

Rykel provided an event recap and upcoming events:

- Art Festival Weekend - kicked off on Friday, October 4th, during First Friday. A band performed on the plaza. There was an Art on the Corner (AOTC) Welcome Reception at the Springhill Suites; the AOTC temporary exhibit sculptures were installed as well as the Dave Davis piece; the Art Expo with vendors; painting of the crosswalk at the intersection of 5th and Colorado Avenue; and the Grand Junction Film Festival was held at the Avalon Theatre.
- Spooktacular will be held on Saturday, October 26th, from 3-5 p.m.
- Tree Lighting will be held on a Saturday instead of Friday. The event will be Saturday, November 23rd from 5-7 p.m.
- Small Business Saturday will be held on November 30th
- Parade of Lights will be held on Saturday, December 7th, beginning at 5 p.m. The theme is "A Comic Book Christmas". Due to the length of the parade, registrations will be limited to 90 entries.
- The annual Spirit of Christmas Walk will be held on Friday, December 13th
- Horse carriage rides will begin the weekend after Thanksgiving
- Santa & Mrs. Claus will be Downtown beginning November 29th through December 22nd

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Duncan made a motion to adjourn. Anna seconded the motion. The meeting adjourned at 8:09 a.m.