

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING BOARD MINUTES
MAY 14, 2020
437 COLORADO AVENUE
7:50 A.M.
VIA ZOOM MEETING

PRESENT: Doug Simons Jr. (Chair), Josh Niernberg (Vice-Chair), Tom LaCroix, Dan Meyer, Libby Olson, Maria Rainsdon, Duncan Rowley, Vance Wagner

ABSENT: Anna Stout

DDA/BID STAFF: Brandon Stam, Dave Goe, Vonda Bauer, Rykel Menor

CITY STAFF: Greg Caton (City Manager), John Shaver (City Attorney), Jay Valentine (Director of General Services), Shane O'Neill (Administrative/Financial Analyst-General Services)

CALL TO ORDER: Doug called the meeting to order at 7:44 a.m.

CONSENT AGENDA

APPROVAL OF MINUTES

Meeting of April 23, 2020

Josh made a motion to approve the minutes of the April 23rd, 2020 meeting. Libby seconded the motion. The motion was approved.

RESOLUTION-AMENDMENT TO POD

DDA Resolution 2020-02 to amend Resolution 2019-04 adopting the Plan of Development for the Downtown Development Authority was presented to the Board. The Resolution serves to amend and clarify Resolution 2019-04 by confirming that the 2019 Plan does not amend, modify, or impair the tax increment financing provisions of the Original Plan.

Tom made a motion to approve DDA Resolution 2020-02 as written. Libby seconded the motion. The motion was approved.

FAÇADE GRANT APPLICATIONS

457 COLORADO AVENUE-RAMBLEBINE BREWING COMPANY

The Façade Grant subcommittee reviewed a façade grant request that was submitted by Whikyben, LLC, business owner of Ramblebine Brewing Company, located at 457 Colorado Avenue. The project is a complete remodel and restoration for a brewery and taproom and will also include replacement of the front windows with a new storefront. The total estimated cost of the project is \$800k which would qualify for a grant up to \$10k.

124 N 6TH STREET-COMMERCIAL OFFICE BUILDING

The Façade Grant subcommittee reviewed a façade grant request that was submitted by Peter Kunisch, property owner of the commercial office building, located at 124 N 6th Street. The project includes materials and installation for lighting for exterior signs, one roof top receptacle, and commercial awning. The estimated cost of the project is \$27k which would qualify for a grant up to \$10k.

Tom made a motion to approve both façade grant requests for up to \$10k each. Duncan seconded the motion. The motion was approved.

REGULAR AGENDA

DOWNTOWN GIFT CARD PROGRAM

Brandon stated that the DDA Board authorized an additional \$5k to extend the Downtown gift card promotion at the last board meeting. The threshold has been met; therefore, the promotion ended May 13th at midnight. Brandon recommended extending the promotion and allocating an additional \$5k as the promotion has been very successful and helped leverage over \$60k spent in Downtown. He explained that restaurants benefitted the most on the initial promotion and the new promotion would benefit retail businesses as well since they were not able to open. A few modifications will be made to the program. Customers will have to spend \$50 per purchase instead of \$25 per purchase and only one purchase per business per day at a Downtown business will be eligible to receive one \$10 Downtown gift card.

Josh made a motion to approve an additional \$5,000 for the Downtown gift card promotion. Maria seconded the motion. The motion was approved.

S2E REZONE REQUEST

s2e Technologies is moving forward with their plan to build apartments on the property located at 630 S. 7th Street, formerly known as the StarTek site. The property is currently zoned C-2 commercial; however, a request has been submitted to the City of Grand Junction proposing the zoning designation be changed to R-24 residential. Brandon stated the project will be a great benefit to downtown and recommended the DDA Board write a letter in support of the zoning change.

Tom made a motion that the DDA Board write a letter in support of the zoning change request. Dan seconded the motion. Doug abstained. The motion was approved.

DOWNTOWN PARKING

Brandon gave an update regarding Downtown parking based upon conversations with the City of Grand Junction. He explained that the City of Grand Junction previously agreed that Downtown would have free parking and food pickup zones for ordering take-out. The City has reached out to him to discuss options including when enforcement would begin again and the potential to keep pickup delivery spots. Brandon relayed some of the concerns including sensitivity around the businesses who have taken a financial hit and are sales tax generators for the City. There has also been feedback that employees have been parking on Main Street which does not allow customers to park due to no parking enforcement. The City would request financial assistance from the DDA if free parking is continued in the Downtown area and is also seeking revenue backfill for the previous period of free parking.

Shane O’Neill (Administrative/Financial Analyst-General Services) stated that the City is more than willing to make any accommodations possible for employees and customers. The mobile app for the parking meters would allow validation codes that can be provided to businesses to enable customers going into a business free parking rather than having all spaces free.

Jay Valentine (Director of General Services) explained that parking permits are available for employees to purchase; however, employees have not been renewing them due to free parking. The City of Grand Junction parking fund covers all expenses for enforcement, a full-time employee, and the debt payment on the parking garage and receives the revenue. However, currently there is no revenue coming in to

cover expenses. In past years, the average revenue received from parking was \$60,000 in May, \$63,000 in June, and \$73,000 in July.

Greg Caton (City Manager) stated that the City wanted to have a discussion with the Board regarding when to bring back parking enforcement downtown. Currently, there is not an established date set. Greg explained that the City has been paying 100% of all expenses related to parking and can carry the fixed expenditures for a period of time. The City recognized the situation in Downtown and wants to support the business activity; however, due to the decrease in parking revenue the City proposed a 50/50 partnership with the Downtown Development Authority to help cover the expenses.

There was Board discussion and some comments made by Board members which included:

- All businesses are losing revenue due to the COVID-19 pandemic.
- Restaurants are currently at a 30% occupancy and curbside only.
- Customers will not want to shop downtown if they must pay for parking.
- Possibly limit parking on Main Street to an hour and a half
- The DDA has hired Citadel Security USA for additional security downtown due to the increased vandalism and unwanted activity in Downtown.

Board members agreed that free parking should be extended until there is a degree of normalcy.

After Board discussion it was decided that Shane will send Brandon an analysis of the parking revenue and expenditures including a few different funding options. This topic will be brought back to the Board at a future meeting.

WHITE HALL

Brandon explained that REgeneration Development Strategies had first right of refusal for purchase of the White Hall property located at 600 White Avenue. Performance benchmarks with the R-5 development project in relation to future negotiations on White Hall have not been met based upon the Purchase and Sale Agreement; therefore, the recommendation was for the Downtown Development Authority to move in a different direction and seek other proposals for White Hall. A letter has been drafted and will be sent to Jeremy Nelson which outlines updates on Lowell Village and states that the DDA will seek other proposals for White Hall. There will be more discussion regarding Lowell Village at a future board meeting.

Dan made a motion to approve the letter. Tom seconded the motion. The motion was approved.

OTHER BUSINESS

Brandon stated that he had met with Bruce Milyard, (President of Western Constructors Inc.) to discuss a housing project on Grand Avenue. Mr. Milyard would like to do a presentation for the DDA Board at a future board meeting regarding the project.

Brandon received feedback from businesses regarding the Payroll Protection Program (PPP). Some of the smaller retail businesses either did not apply for the program or applied and have not yet received funding.

The Board discussed the (PPP) and how it might affect the economy in the next few months. The program provides small businesses with funds to be utilized to pay up to 8 weeks of payroll costs, rent, and utilities. The eight-week disbursement starts in a few weeks; therefore, funding will begin to run out

soon. Rules are changing continuously regarding the PPP program so there may be a possibility the eight-week period will be extended. Additionally, many banks offered up to 90 days of payment deferral on loans as a result of COVID-19. Payments will be deferred until May or June so July and August may be critical months for small businesses.

The City of Grand Junction recently established the Grand Junction Business Stabilization and Recovery Fund to support businesses impacted by COVID-19. The program will be administered by the Business Incubator Small Business Development Group. Loans will be available for up to a maximum of \$7,500 per applicant and may be forgivable subject to approval. Brandon has received positive feedback regarding the program. Downtown Grand Junction will help promote the program via our communication channels with Downtown businesses.

Brandon gave a brief update regarding security for the Downtown area. Citadel Security USA officers are currently providing security from 9:00 pm to midnight; however, additional hours may be necessary if outdoor seating is expanded for restaurants.

City Manager Greg Caton gave a brief recap of how the City of Grand Junction was assisting the community.

- Deferral of sales, use, and lodging taxes
- Provided a 50/50 match program that allowed City employees to spend money at Grand Junction restaurants and receive reimbursement for receipts submitted up to a maximum of \$150.00. A total of \$81,000 was put back into the community
- Provide funding to non-profit businesses, specifically food and shelter businesses
- \$500,000 was approved for the Grand Junction Business Stabilization and Recovery Fund grant/loan program that will be administered by the Business Incubator Small Business Development Group
- Community Development Block Grant (CDBG) - received \$275,000 for mostly non-profit related businesses
- Community Development Block Grant (CDBG-CV) - received an extra allocation of funds (approximately \$276,000) through the CARES Act known as CDBG-CV. The funds are to be utilized for COVID-19 impacts such as business assistance, financial relief for housing, utilities, food, and childcare assistance.

PUBLIC COMMENTS

None

ADJOURN

There being no further business; Duncan made a motion to adjourn. Tom seconded the motion. The meeting adjourned at 8:41 a.m.