

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY AND  
BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS RETREAT SUMMARY  
FEBRUARY 10, 2022  
SPRINGHILL SUITES, 236 MAIN STREET  
11:00 AM – 3:00 PM

**DDA Board Members present:** Doug Simons Jr. (Chair), Cole Hanson (Vice-Chair), Dan Meyer, Libby Olson, Garrett Portra, Maria Rainsdon, Vance Wagner, City Council Representative Randall Reitz

**Downtown Grand Junction staff absent:** Josh Niernberg

**Downtown Grand Junction staff present:** Brandon Stam, Dave Goe, Kyra Seppie, Vonda Bauer, Sarah Dishong

**Guests:** Downtown Colorado Inc Team: Bill Shrum (Former Assistant Town Manager in Eagle Colorado), Stephanie Owens (DCI Office Administrator & Membership Manager), Kayla Jones (DCI Membership Coordinator AmeriCorps Vista)

**CALL TO ORDER:** Doug called the meeting to order at 11:04 a.m.

### **WELCOME AND INTRODUCTIONS**

Bill Shrum introduced the Downtown Colorado Inc. (DCI) team. Mr. Shrum is the former Assistant Town Manager in Eagle and is currently the Director of Operations at DCI. Stephanie Owens is the DCI Office Administrator & Membership Manager, and Kayla Jones is the DCI Membership Coordinator.

DCI was established in 1982 and is a nonprofit membership association. The organization provides resources to Colorado downtowns. DCI Members receive a wide variety of benefits including advisory services, educational events, advocacy and information, Business Improvement District, Downtown Development Authority, Urban Renewal Authorities training assistance, and the Colorado challenge program. In addition, DCI hosts an annual conference. The conference will be held in Colorado Springs, April 12<sup>th</sup> - April 15<sup>th</sup>, 2022. Bill encouraged board members to attend the conference.

Board members introduced themselves.

### **PROJECT OVERVIEW OF DTGJ ORGANIZATION AND BYLAWS**

**Project Overview:** DCI was selected to review the downtown development strategy, assess the accomplishments, outline future objectives, and deliver a summary of the discussion.

**Retreat Objectives:** Review the DDA projects, review the current plan of work to assess outstanding items and determine relevance and priority in the next few years, and evaluate catalyst project and objectives with high leverage downtown and with partner groups.

Board members stated why they wanted to be a part of the board. Also discussed were tools used for accountability of staff which included:

- Weekly meetings with Downtown Grand Junction Executive Director, Board Chair, and Vice Chair to discuss projects
- Annual budget review
- Discuss updates and timelines of projects at board meetings
- Employee job descriptions

The mission of the DDA is to prevent deterioration of property values within its district and to assist in the development and redevelopment of the district.

### **Board Discussion:**

- Review the current by-laws and implement recommendations
- Roles of a board member
  - Setting goals and objectives
  - Accountability
  - Policy versus implementation
- Appointment process for board member vacancies
- The City of Grand Junction Attorney serves as the attorney for Downtown Grand Junction
- The City of Grand Junction Finance Director serves as the treasurer for Downtown Grand Junction.
- City Council Representative serving on the DDA/BID Boards (clarify their role, recuse themselves if voting on a City/DDA partnership project)
- Concerns with City/DDA partnership regarding approval process for projects

### **Board Recommendations:**

- A DDA board member should sit on the interview panel for selection of new board members
- DDA board members should nominate a prospective Board member to City Council
- Create a policy for the appointment process of board vacancies
- The Board requested DCI to provide examples of other City/DDA structures
- Independent legal and financial representation
- Reenforcing Downtown's identity and being adaptable for change
- Identify and better communicate to stakeholders and partners how the Board chooses to financially support projects
- Clarify and better communicate goals of the board.

### **Comparing DDAs & BIDs**

- Separate funding sources
- BIDs do not expire
- BID funds are utilized for services
- DDA funds are utilized for capital investments and infrastructure

### **Downtown Development Trends**

- Office Space
- Placemaking changes
  - AOTC program
  - Making downtown a cultural hub of the community
  - Restaurants-provide outdoor dining patio space
- Streetscapes
- Infrastructure
- Population growth

### **REVIEW OF PAST ACCOMPLISHMENTS**

- Networks Unlimited Expansion
- Kaart Development
- Eddy Project
- Two Rivers Convention Center renovation
- Las Colonias Business Development
- Creation of the Creative District
- 4<sup>th</sup> & 5<sup>th</sup> Street Feasibility Study

## **DDA Goals**

- Provide additional housing Downtown
- Redevelopment of empty buildings
- Connectivity to the Riverfront
- Create additional shared workspace
- Effective partnerships
- Incentives for development projects
- Operationalize processes and guidelines
- Adaptability
- Clarifying and communicating priorities

## **DDA Priorities**

1. Downtown Development
2. Vibrancy
3. Connectivity
4. Safety & Comfort
5. Identity

## **DISCUSSING DOWNTOWN GRAND JUNCTION'S "WHY"?**

What it means to be successful:

- Successful partnerships
- Effective communication between partners and stakeholders
- Shared responsibilities
- Transparency
- Shared vision

## **MOVING FORWARD IN 2022**

- Align/reevaluate expectations of existing projects with Downtown's priorities
  - Example-Las Colonias Park Development
- Who is the lead for projects?
- Taxpayers understanding of projects
  - Is the project a good use of funds?
  - How is the project serving the community?
- Effective Partnership between the City and DDA
  - Need shared vision
  - Better communication
  - Transparency
  - Define the City's role
  - Define the DDA's role
  - Additional outreach to City Council
  - Joint sessions
- Effective partnerships with Grand Junction Economic Partnership, Grand Junction Chamber of Commerce, Colorado Mesa University, restaurant organizations, etc.

Downtown Colorado Inc. will provide a final report in March.

## **ADJOURN**

*There being no further business, the Board Retreat adjourned at 3:02 p.m.*