

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MINUTES  
THURSDAY, JUNE 27, 2013  
248 SOUTH 4<sup>TH</sup> STREET  
7:30 A.M.

PRESENT: Peggy Page, PJ McGovern, Kevin Reimer, Jodi Coleman-Niernberg, Marty Chazen, Les Miller, Stephan Schweissing, Jason Farrington

STAFF: Harry Weiss, Diane Keliher

GUESTS: Bennett B., John Shaver, Rich Englehart

CALL TO ORDER: Jodi called the meeting to order at 7:30 a.m.

APPROVAL OF MINUTES: Peggy made a motion to approve the minutes of the June 13<sup>th</sup> meeting; Jason seconded; minutes were approved.

AVALON RENOVATION & EXPANSION: This is a follow up to City Council's decision to go forward with Option B. The DDA had previously endorsed Option C, therefore, the board needs to formally ratify the DDA's participation in Option B. Harry would also like to disburse the \$3 million in one transaction and he needs authorization by resolution to do so. There are also some temporary construction easements to be authorized on the parking lot behind the Avalon for FCI's staging area. The easements are not yet drafted. John added that there may be some access issues and having the easements in place will help the project move forward.

Harry distributed a draft of a formal resolution that ratifies option B and the one-time disbursement of \$3 million to the City. Stephan made a motion to adopt resolution 2013-05; Peggy seconded; motion carried. PJ asked what we would have done with the money if Council would not have voted to go forward with the project. Harry stated that we would have found another project since the bond is taxable and can be used for many types of projects. Marty asked if the money is sitting in a DDA account earning interest. John replied that it's a nominal amount.

Peggy made a motion to authorize the DDA to enter into any temporary construction easements; Kevin seconded; motion was approved.

Stephan asked when construction will begin. FCI would like to break ground on July 15<sup>th</sup>. There needs to be some adjustments to the construction package. The demo and foundation portions of the package are ready to go. The final permit will be granted in August. Harry would like to have a ground breaking ceremony at Farmers' Market on July 18<sup>th</sup>. John added the partnership agreement among the parties needs to be ratified. John will bring a draft resolution to the board next meeting. The agreement states that no money will be expended until it is signed. Marty asked what further involvement the DDA will have in the project. Harry will report to the DDA board regarding budget and progress and to make sure the requirements of the grant are being met.

Jodi announced that this is Peggy's last DDA meeting. She thanked her for her eight years of service. Peggy was here during the groundbreaking of the parking garage, Uplift construction on 7<sup>th</sup>, Colorado and Main Streets and the beginning of the façade grant program. Peggy will continue to be a member of the Avalon Foundation Board.

FAÇADE GRANT PROGRAM: Jason and Les, the façade grant sub-committee, have some concerns regarding the program. There have been some good projects and some poor ones. Jason and Les have put together a series of evaluation criteria to help define the objectives of the program. The sub-committee would like to meet with the applicants to maybe leverage a larger project or offer reimbursement for design fees. They feel the applications should ultimately come before the DDA board. Today they would like approval from the board to amend the program and to incorporate those changes. There was discussion of capital improvement projects vs. routine maintenance. Jason

would like to market to larger and more specific projects. The board gave authorization to go forward with the changes to the program.

CMU RELATIONS/CMU CRITERION: Harry would like to define the BID's relationship to CMU. How do we engage them as an institution? How do we reach faculty and staff as well as students and parents?

Rick Taggart is responsible for bringing the CMU Criterion to downtown. The Criterion is a regional event and is very well received by collegiate bikers. The Downtown merchants don't like to shut down Main Street on a Saturday afternoon/evening. Harry would like to see merchants become boosters of CMU and perhaps getting CMU to allow Mavcard use at downtown businesses. Kevin feels the Criterion brought in people from outside the area. Kevin pointed out similarities between Grand Junction and Ft. Collins and would be a proponent of engaging CMU. Stephan feels that the Criterion was not promoted very well. Jodi feels it is important to have a CMU connection and would like to give the Criterion another chance and involve the merchants. Peggy feels we need to reach out to CMU staff. Kevin feels we should market to bicycle people. Marty teaches at WCCC and says students will travel around but there is nothing downtown for them. There needs to be cheap food and music as well as student housing. Harry mentioned that Mesa Theater is appealing to young people and that La Puerta dance studio has been working with CMU students. Aaron just completed a marketing survey asking what things the merchants would like to see the BID do. The majority would like to see active business recruitment. CMU has an entrepreneurial program that could be placed downtown. Jodi suggested looking at events and seeing how we can change them up. Harry added that CMU representatives came to the last Downtowner meeting and were taken aback by the antagonism some business owners expressed.

DDA/BID MEETINGS: The DTA will soon dissolve and become an advisory group with sub-committees. In the past we have only had quarterly financial reviews for the BID. The BID comes up for renewal in three years. We need to quantify the value of the BID for its constituents. It was decided to have a BID meeting every second Thursday of the month.

OTHER: Council conducted interviews for the DDA board positions yesterday and will make appointments on July 3.

The Daily Sentinel is running an article on AOTC tomorrow. Melinda Mawdsley is taking an in-depth look at the past and future of the program. We will be moving AOTC pieces around during the Avalon construction.

Harry distributed the Sonoran Institute's Downtown Housing Project summary. Please take a look at the scope of work. Harry will meet with Kathy Portner and representatives from the Sonoran Institute in July. He will let the DDA board know the results and see if we want to participate.

Stephan mentioned that he received an angry communication about the splash pad. He wants the board to know that people are upset and may contact you. The splash pad has become a water quality problem. It also has a negative impact on adjoining businesses. The Parks Department and the DDA implemented a new schedule that will be posted soon. There has been a lot of confusion and resentment from the public. PJ had a meeting with the tenants of the Dalby Wendland building, and the situation is a lot better for them.

ADJOURN: Les made a motion to adjourn; Peggy seconded; the board adjourned at 9:00 a.m.