

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, JULY 25, 2013  
248 SOUTH 4<sup>TH</sup> STREET  
8:00 A.M.

PRESENT: PJ McGovern, Jodi Coleman-Niernberg, Les Miller, Stephan Schweissing, Jason Farrington, Kirk Granum, Shane Allerheiligen, Martin Chazen

ABSENT: Kevin Reimer

STAFF: Diane Keliher, Harry Weiss, Aaron Hoffman

CALL TO ORDER: Jodi called the meeting to order at 8:00 a.m.

GUESTS: John Shaver, Rich Englehart, Bennett Boeschstein

APPROVAL OF MINUTES: Les made a motion to approve the minutes of the April 25<sup>th</sup> meeting; Jason seconded; minutes were approved.

RECOMMENDATIONS FROM DTA: Yesterday the Downtown Association (DTA) adopted a resolution to dissolve the corporation and providing a plan of dissolution. The DTA Board recommends that the BID address the question of BID organizational structure and standing committees. The DTA Board members would like to continue as an ad hoc steering committee for BID programs and activities and to develop committees of BID members to engage marketing, special events and business recruitment/support service. Ultimately there will need to be an amendment of the BID bylaws to implement a formal committee structure. Harry will bring back a proposal to the BID board.

PJ suggested surveying the BID constituents to see what they expect for their money. Harry replied that Aaron did a survey and the overwhelming response was that the BID should actively pursue business recruitment. The majority of people responding were merchants. We may need to do a mail-in survey for property owners. Marty wondered if there needed to be an election if the bylaws are changing. John stated that the BID board is the governing body and is responsible for the objectives of the BID. PJ mentioned that the BID has to be authorized by election every 10 years (the next election would be in 2016). Marty just wants to make sure there is communication with BID constituents. Les agreed that outreach is important as a property owner.

Historically vehicles have been allowed to park along Main Street during the Parade of Lights. The bigger crowds and narrower streets have made it a public safety issue as well as an enjoyment issue. The DTA is recommending to the BID Board that parking be prohibited from the 7<sup>th</sup> Street roundabout to 2<sup>nd</sup> Street after 3:00 p.m. on the day of the Parade with the ability to tow cars if necessary. The block east of the roundabout will allow parking – this block has been the “designated” area for handicap parking along the parade route. Marty suggested providing a tailgate party location in a nearby parking lot. Stephan asked if we have the authority to restrict parking as long as we provide handicapped parking. John said we do have that authority as part of the permit. PJ feels it is the right thing to do. Stephan feels we need to engage a tow company now! Harry will craft a letter to City Council.

Every last Saturday in September, the BID has had a car show. This year, Hilltop is hosting a huge car show Labor Day weekend at Canyon View Park. Our title sponsor (Fuoco Motor) opted out because of the competing event. Our merchants, however, enjoy the car show and the DTA Board would like to see it go forward. We also have had lots of communication from former participants in the car show. Les felt that perhaps the event should be canceled this year without a sponsor, but he ultimately recommended that the BID sponsor the Car Show this year and look for a title sponsor for next year.

The Epic Rides' Festival over Labor Day weekend usually asks a community service organization to run their beer garden and keep the profits. They have asked Grand Junction service organizations and have not received any interest. Harry would like the BID to run the beer garden and use the proceeds for the Car Show. He would like to showcase local breweries. He needs authorization from the BID board to go forward. The board gave Harry direction to proceed with the special event permit.

DTA PLAN OF DISSOLUTION: The DTA board authorized its dissolution yesterday, and now they need a plan of dissolution. In researching the DTA's assets, Harry found that the DTA has the trademark for Art on the Corner. The AOTC program has always belonged to the DDA. Harry will transfer its trademark to the DDA and all event trademarks will be transferred to the BID.

QUARTERLY REPORT: With BID revenue and expenses running through the City's financial system, there will be some changes to the budget next year. We will need to account for the increased revenue in the form of event sponsorships and vendor fees as well as increased event expenses. The BID is required to submit a yearly budget and plan of operation in September.

The fund balance report shows that the BID fund has a healthy reserve.

OTHER: PJ would like to see more public events staged on Colorado Avenue.

Marty said he spoke with the Mesa County Patriots regarding the complaints we and the City received about their entry in the Independence Day Parade, and requested that they temper their future participation to reflect the celebratory and family atmosphere of the event.

Les mentioned that according to the DDA/BID bylaws, the DDA needs to elect a board chair and vice chair at the first meeting in July. Jodi was not present on July 11<sup>th</sup>, so he would like to make that decision today.

ADJOURN: Stephan made a motion to adjourn the BID meeting; Marty seconded; the BID board adjourned at 8:45 a.m.