



## **HORIZON DRIVE** **District**

*Gateway to Grand Junction*

### **Minutes**

Regular Board Meeting of the Horizon Drive Business Improvement District

**August 21, 2013**

Horizon Drive District  
Conference Room

2764 Compass Drive #205, Grand Junction, CO 81506  
10:30am to 12:30pm

#### **Attendance:**

Clark Atkinson  
Chuck Keller  
Bill Milius  
Jay Moss  
Dale Reece  
Jan Rohr

#### **Others:**

Vara Kusal, HDD manager  
Bennett Boeschstein, Grand Junction City Council  
Duncan McArthur, Grand Junction City Council  
Trenton Prall, Engineering Manager, City of Grand Junction  
Chad Curtis, District business representative  
Rachel Smith, District business representative  
Lloyd Quesenberry, Attorney

**Call to Order:** The meeting was called to order at 10:35 am by Chuck Keller. Meeting was recorded. A quorum of board members was present.

**Consent Agenda:** The consent agenda, consisting of emailed documents (Minutes of Board Meeting of July 17, 2013; Treasurer's Report of July, 2013; Manager's Report August, 2013; were received by all board members. Approval of the entire consent agenda was moved by Jay Moss, seconded by Chuck Keller, and unanimously passed.

**VISIT THE DISTRICT**

[WWW.HORIZONDRIVEDISTRICT.COM](http://WWW.HORIZONDRIVEDISTRICT.COM)

**970.985.1833**

**2764 Compass Drive Suite 205, Grand Junction, CO 81506**

**Discussion and Action Items from Prior Meetings:**

Corridor Improvement Plan (CIP) Update. Trent Prall showed design Options B and C for the rerouting of Visitor's Way. A lengthy discussion of how each option would impact Taco Bell, Super 8 Motel, and traffic on Horizon Drive ensued. Trent is in the process of scheduling a meeting to include representatives of both businesses, the City, CDOT, and HDD next week.

**New Business:**

Brand. Jay Moss gave a presentation describing the factors that comprise a brand profile and detailing the specific strengths and weaknesses of the current Horizon Drive District identity. He has completed a competitive analysis of other local economic zones and disclosed how HDD compares in terms of economic value, emotional connection, and as an activity hub. Jay explained how the foundation of the brand is the vision, mission, and core values of the organization. The brand presence the District aspires to own must be achieved through actions and promises that are consistent with the foundation. The presentation clarified how the mission of the District and its brand presence are clearly interwoven. Jan Rohr expressed appreciation to Jay for illuminating the necessary alignment between brand, promise, and expectation. This clarity can provide guidance and assist future decisions by the Board.

2014 Budget. All board members had received and reviewed the proposed budget for 2014. Trent relayed a request from City Council: Previously, HDD had expected to disburse matching funds of \$200,000 in 2014 and \$300,000 in 2015 if the RAMP grant was approved by CDOT. As City Council is struggling with a difficult budget in 2014, they would prefer to disburse their \$500,000 match in 2015. A motion was made by Clark Atkinson to adopt the proposed 2014 budget with the change of an allocation of \$400,000 (instead of \$200,000) for the Corridor Improvement Plan. Dale Reece seconded the motion, and it was passed unanimously.

Next meeting. The next meeting of the Horizon Drive District Board of Directors will be September 18, 2013 at 10:30 a.m.

**Adjournment:**

All business before the Board being concluded, and with thanks to all, the meeting was adjourned at 12:35 p.m.

Horizon Drive District

By: \_\_\_\_\_  
Jan Rohr, Secretary

Date: \_\_\_\_\_