

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, SEPTEMBER 5, 2013
248 SOUTH 4TH STREET
8:00 A.M.

PRESENT: PJ McGovern, Kevin Reimer, Les Miller, Stephan Schweissing, Jason Farrington, Shane Allerheiligen, Martin Chazen

ABSENT: Jodi Coleman-Niernberg, Kirk Granum

STAFF: Diane Keliher, Harry Weiss, Aaron Hoffman

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

APPROVAL OF MINUTES: Jason made a motion to approve the minutes of the July 25th meeting; Shane seconded; minutes were approved.

2014 OPERATING PLAN AND BUDGET: Harry sent out the 2011/2012 (which, except for the budget, had remained unchanged for six years) and the updated 2012/2013 BID Operating Plan/Budget. Statutorily, we have to submit these reports to City Council by September 30th so that the budget can be approved by December 5th. This year, the big change in the operating plan is the dissolution of the DTA and the resulting organizational changes in the BID. The DTA finances have been transferred to the City's accounting system. We will ultimately need to make new bylaws and adjustments to the budget for event income and expense.

Harry continues to receive general complaints from some Main Street merchants (not all) about the number and quality of special events occurring on Main Street. Merchants find street closures and the loss of parking availability damaging to their businesses. Their use of Main Street for community events poses a disproportionate burden on commercial enterprises located there. PJ feels there should be more of a balance of event staging on Colorado Avenue and other streets.

Marty asked how much money the BID generates. Harry stated that the special assessment along with the City and DDA PILTs, make the BID budget around \$170,000, but that is supplemented by event revenue and sponsorships that have traditionally flowed through the DTA, bringing the total closer to \$325,000. The special events are budgeted at break-even. Marty noted that Aaron sent out a survey to property owners earlier this year which revealed that BID constituents would like to see business recruitment to the Downtown area. Marty feels the BID should concentrate on business recruitment first and "party-planning" second.

As a Main Street business owner, Shane feels that Farmers' Market should be changed to better accommodate merchants and shoppers. Kevin likes events for his out of town guests. Shane would like to see less commercial vendors from outside the BID on Main Street. Harry suggested our events be more deliberately geared to driving sales in downtown stores and less social gatherings.

PJ stated that the BID's constituents are the property owners since they pay the special assessment and it may be time to rewrite the mission of the BID. Marty would like to see the model of the Horizon BID which was formed for the purpose of business development. Marty reminded the board that there is a

financial advantage to having the combined efforts of the DDA and BID. Harry said the initial authorization was for the BID was to produce special events and marketing, however, both those activities are very retail-oriented. He agrees that the BID needs to serve the broad spectrum of property owners and businesses as well as retail shops.

Les added that the BID is up for renewal in three years and we need to accommodate those voters. Harry will draft an operating plan and bring it back to the BID board on September 26th.

Jason would like a list of things that can be done within the statutes of a BID.

Shane would like a more detailed summary of the BID budget including special events and marketing.

Les pointed out that there is a required communication piece of the operating plan. Aaron assured him that he hosts three Downtowner meetings a year and sends out a weekly email newsletter to BID members. Les also asked about the cleaning of downtown sidewalks. Harry stated that we have a very good relationship with the City Parks Dept. and want that to continue.

Kevin would like to have Farmers' Market on Saturday mornings. Harry suggested having parades on Grand Avenue or 7th Street.

OTHER: Kevin added that Marty is featured in the latest edition of "Where to Retire" magazine.

ADJOURN: Stephan made a motion to adjourn; Jason seconded; the board adjourned at 8:50 a.m.