

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, SEPTEMBER 26, 2013  
248 SOUTH 4<sup>TH</sup> STREET  
8:15 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

GUESTS: Bennett Boeschstein

CALL TO ORDER: Jodi called the meeting to order at 8:15 a.m.

APPROVAL OF MINUTES: Jason made a motion to approve the minutes of the September 5<sup>th</sup> meeting; Marty seconded; minutes were approved.

2013 ANNUAL REPORT/2014 BUDGET: By statute, the BID board is required to submit an annual report with the operating plan and budget for the coming year to the City by September 30. City Council has until December 5 to restructuring with the dissolution of the DTA. The combined BID/DTA budget does not changing much for the coming except for two, one-time expenditures - implementing a debit card system to replace the paper based gift certificate program and redesigning the Downtown Grand Junction website.

The website upgrade is estimated to be \$6,500 for the redesign including a mobile app. This would enable Aaron to make changes and add pages quickly and inexpensively. The new hosting fee would be significantly lower than the current rate. PJ asked if we should co-host with the city website. Harry spoke with Jim Finlayson and he said it would be complicated to include an outside entity. For instance, the VCB has a separate host. Perhaps we could share with the VCB. Aaron added that hosting is around \$5-10 per month.

Harry is recommending the BID switch to a gift card instead of a paper gift certificate. There is a \$3,500 set up fee and \$200 per month maintenance fee. He explained that the card system will be more efficient and will insure that the funds are spent in participating downtown businesses. We are working with Store Financial, the same company that is used in Ft. Collins and Boulder. PJ feels it is a good idea. Jodi likes that the money stays downtown. Kirk wanted to know if the merchants can sell the cards. Les asked about tying it to CMU's Mav card. Harry replied that would be up to CMU. Jason would like to see merchants be able to activate cards. PJ asked if the gift cards are sold on the website.

In keeping with the plan started last year to draw down the BID fund balance, Harry is suggesting the new items be funded from that source. The fund balance will be approximately \$82,500 at the end of this fiscal year. The board needs to approve those expenditures. The board approved the website upgrade and the initial gift card expense.

Marty mentioned that business recruitment is not addressed in the budget. Harry wants more input from the board and the breadth of BID members/constituents to fashion a clear recruitment objective/strategy and a budget to support it. Marty would like to see that be a high priority. Jason asked if GJEP is doing business recruitment. They do, but typically not retail nor necessarily downtown focused. Bennett added that Edgewater Brewery, Big O Tires, and LOKI have all moved downtown. He feels we need to highlight them as well as Enstrom's investment in the Startek building on South 7<sup>th</sup>. Stephan agrees that we need to showcase new investment. Stephan would like Harry to come up with ideas for future downtown businesses and pursue them actively. Ultimately, we will need a long-term strategic plan. PJ feels it's very logical to spend BID money for business recruitment. Harry will work on a presentation.

Another area for discussion is sidewalk cleaning. PJ suggested doing it once a year. It has been determined that the initial cleaning would be around \$20,000 using free labor. Les asked if the leased dining areas have requirements for maintenance. Jason asked about splitting the cleaning cost with merchants. PJ will research prices for sidewalk cleaning.

Jason asked if there is a way to get a list of BID property owners and their yearly contribution. Harry has that database available for the Board.

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