

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MINUTES  
THURSDAY, NOVEMBER 14, 2013  
248 SOUTH 4<sup>TH</sup> STREET  
7:30 A.M.

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

ABSENT: Kevin Reimer

STAFF: Harry Weiss, Diane Keliher

GUESTS: Bennett Boeschstein, John Shaver, Rich Englehart

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

APPROVAL OF MINUTES: Jason made a motion to approve the minutes of the October 24<sup>th</sup> meeting; Marty seconded; minutes were approved.

DDA 2014 BUDGET: Jodi began with 2014 budget final adjustments. Les and Jodi compared salaries with the City and are ready to make recommendations. They recommend a 2.5% raise for Harry Weiss, a 2.38% raise for Diane Keliher and a 1.25% raise for Aaron Hoffman. Salary changes need approval from the board to incorporate into the budget. If there are any comments they should be dealt with in executive session. Marty asked if there were funds available for the raises. Harry explained that Aaron's salary comes from the BID (711) fund and Diane and Harry are apportioned among 103, 203 and 711. Both the 103 and 711 funds have a surplus fund balance. The only other employee is Chuck Nelson who is our seasonal part-time jack of all trades. He has health issues so we will be hiring someone to fill in for him. Hearing no comments or objections, the board voted unanimously to incorporate the salary changes into the 2014 budget. Marty would like to set goals and objectives for the executive director. Jodi would like to address that at a retreat of the board.

UPDATES: Harry reported that the City Finance Dept raised the question of eliminating the 109 Fund where tax increments revenues are held before they are transferred into the 611 Fund for disbursement for debt. The present dual fund system is redundant and adds unnecessary reporting burdens. In surveying other DDAs, it does not appear that anyone else accounts for TIF funds this way. We will change over to a single fund for receipt and disbursement of tax increment funds in January.

Harry provided an overview of the Epic Rides event held over Labor Day weekend. As with any first time production, there were lots of glitches in producing the event. The DDA earmarked \$5000 of the support it gives to the BID to help sponsor the event along with the City, GJEP, the VCB, and GJ Regional Airport. The City has convened a committee to assess the benefits of the event. Harry will come back to the DDA board with the assessment at which point the Board can consider continuing sponsorship. Jodi asked who determined the \$40,000 figure as the initial local request. Harry explained that amount was requested by the promoter who typically receives similar sponsorship support from the other communities like Prescott, AZ, where they hold events. Rich added that the City as well as the VCB and Parks Dept. provided in-kind services in addition to the cash sponsorship. The City has entered into a three-year sponsorship agreement modeled after Prescott. Rich feels the event grow and eventually

fund itself. He feels it is a good event that ties to the region. PJ asked what fund we are taking the money from. Harry stated that it is out of the BID 711 fund, based upon the DDA PILT. Les asked about next year's contribution. The DDA made only a one-year commitment, but a request for continued sponsorship will be forthcoming. Shane asked if it is typical to ask the City for cash support for an event like this. Rich noted that the City and the VCB get lots of similar requests.

Harry is continuing to explore opportunities to bring new activities to Whitman Park and start to change the perception of the park. MOGFest and the CMU criterion are considering how they might use Whitman Park for staging their events on April 19. CMU continues to explore more components to add to the crit that would expand its draw of participants and spectators – in particular the Bicycle Racing Association of Colorado's involvement in bringing professional racers into the mix. The City has convened a Special Events Task Force to serve as a logistical coordinating body for events coming to Grand Junction like the Epic Rides event, and will also be a sounding board for programming in Whitman Park. In the future the DDA may want to consider financial help for events, serving as a collaborator rather than a producer of events since such programming furthers the larger vision of changing the park.

Yesterday was the presentation to DOLA for the million dollar grant request for the Avalon Theatre renovation. Rich and Bennett did a great job of presenting the project to them. Kelly Arnold (former Grand Junction City Manager) was very supportive. Rich said they had a lot of input from GJEP, VCB, Kathy Portner, DDA, and the Avalon Theatre Foundation. Bennett said it went well and Debbie Kovalik did a good job of explaining the operations of the facility. Les asked when they will make the decision. Rich said it will be the first part of December. Reeves Brown, Director of DOLA, is the ultimate decision maker; he is coming to tour the project on November 22<sup>nd</sup>. This is a highly competitive grant and Rich thanked the DDA for their support.

OTHER: Harry spoke with Jody Kole of the Grand Junction Housing Authority regarding a draft agreement for the dissolution of the Joint Housing Effort and the distribution of the fund balance to the DDA and GJHA. We will leave approximately \$2,500 cash in the fund to cover wind-up expenses for outstanding loans and recovery costs. PJ asked if Jody was disappointed. Harry stated that their board had also been discussing this issue and agreed that dissolution made sense. Marty asked which fund the money would go into. Harry explained it would continue to be treated as capital and added to the balance of the 203 Capital Improvement Fund. It is unrestricted capital unlike the bond proceeds in that account that are subject to the TIF restrictions. Stephan added that we need to keep this situation in mind if another opportunity comes up again.

Jodi asked about the City Market fuel center. Harry replied that CDOT does not want a left-hand turn off southbound 1<sup>st</sup> Street onto White Avenue. There is a meeting being convened to talk about CDOT issues. CDOT will be re-designing the 1<sup>st</sup> and Grand Avenue intersection and the stretch of 1<sup>st</sup> to the Ute/Pitkin coupling as part of the I70B improvements, but that is some years in the future. Jodi is concerned about the future of the store site itself. John added that the City has proposed some changes and options. Harry distributed copies of "The History of City Market" that was produced for the recent installation of the Prinster brothers sculpture located at West Main and Spruce.

Shane mentioned that at the Downtowner meeting a couple of people asked about business recruitment. He is curious about where we are going with that subject. Aaron and Harry have been talking about what kinds of businesses would be good for downtown. Harry sought out the input of GJEP and they shared that one of the first questions they hear from prospective businesses concerns internet infrastructure and connection speeds. He wants to ask different constituents what they think

the direction should be. Shane said merchants would like to see buildings occupied. The merchants want to see more traffic whether its people who live downtown or otherwise. Marty feels we need an “anchor” store. Les stated that there are other constituents in the BID other than retail merchants. Marty would like to see the buildings full. Jodi agreed that it should be a priority but that we should get feedback from different constituents before going forward.

Les asked about the priority list for Harry. Jodi feels it would be helpful to see the results of any surveys first. She would like to set a date for the board retreat. With the holidays coming up, our next meeting will be on December 12<sup>th</sup>. The meetings in January will be on the 9<sup>th</sup> and the 23<sup>rd</sup>. Harry will send out notice to see which date is best for everyone.

Marty asked about the status of White Hall. The paperwork is done, and the plat is recorded. John is waiting to make the trade after the DOLA grant award. Harry has been working with Scott Hockins to draft an RFP for asbestos abatement.

ADJOURN: Les made a motion to adjourn; Jason seconded; the board adjourned at 8:30 a.m.