

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, APRIL 24, 2014
248 SOUTH 4TH STREET
8:40 A.M.

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

ABSENT: Jason Farrington

STAFF: Diane Keliher, Harry Weiss

CALL TO ORDER: Jodi called the meeting to order at 8:40 a.m.

APPROVAL OF MINUTES: Approval of the minutes of the April 10, 2014 regular meeting of the BID was deferred to the next regular meeting on May 8, 2014.

FOLLOW UP DISCUSSION: The BID is scheduled to expire January 1, 2016, if not renewed. Harry feels the BID still needs to develop organizational structure and participation of BID members to achieve greater effectiveness. Council indicated at the work session earlier this week that it is not inclined to split the joint DDA/BID board into separate boards. Nonetheless there are some BID members who will want to press that option directly with Council. The BID Board needs to clearly articulate its recommendation to Council on all aspects of the BID renewal.

PJ observed that some of those seeking an independent board are in fact commercial lessees, whereas the BID is funded by property owners/landlords. Harry asked John to clarify what the statutory limitations are on petitions for exclusion from the BID. There was a window of opportunity to be excluded from the BID at the time of its formation, but as renewal would be by ordinance extending the BID's term and not a newly formed BID by petition, the renewal would not re-open the option for exclusion by petition.

Kirk pointed out that some merchants will not support the BID as it is. Jodi would like to educate City Council regarding the current board structure. Harry stated that there is the widespread expectation that BID members will get to vote on the renewal. John added that Council could also remove the sunset indefinitely.

Les suggested recapping the benefits of the BID. Shane has been talking to "old timers" and they want the BID renewed. Kirk also gets a lot of calls from merchants who don't understand that it's not just Main Street who pays the special assessment. Merchants want face time so we need the BID board members to do outreach and education. Kirk feels merchants need to meet us halfway. PJ said that's why we need more advisory committees.

MICHAEL RUSSELL'S LETTER: Stephan and Les recused themselves from the discussion.

Jodi has some frustration with the letter. Kirk doesn't know what they are asking for. With special events, some businesses benefit and some don't. Kevin thinks more foot traffic is better generally. PJ wanted to know if John has any legal advice. John was surprised by the letter and did not see a legal claim that could prevail. Steve must be frustrated and wants more communication; both PJ and Kirk have spoken with Steve. Harry emphasized that there are no restrictions to communicate with Steve. Steve wants all communication to go through his attorney, Mike Russell. John would suggest a phone call rather than a letter. Jodi and Harry will see if a meeting with Mr. Russell can be arranged. Bennett mentioned the Avalon opening across the street from the Winery. Kirk is confused by the last paragraph relating to Steve's liquor license. Jodi explained that he is talking about the boundaries of the Art & Music Festival. Kevin feels there are some events that could rotate around. Harry explained that currently the only events under our control are the BID events. Other events are subject to the policies and regulation set by the City, and changes would require City Council action. PJ suggested one option would be to charge more for using Main Street as a premium location which might encourage other events to consider other Downtown locations.

OTHER: Bennett added that May is historic preservation month. National Train Day is on May 10th and there will be a ceremony at the Union Depot. On May 13th there will be an open house at the newly renovated Aspinall Federal Building. The State Historic Preservation staff will meet at the Whitman Building for the listening session on historic preservation on May 20th. There will also be Historic Downtown walking tours presented by the Museum.

ADJOURN: Marty made a motion to adjourn; PJ seconded; the board adjourned at 9:15 a.m.