

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, MAY 8, 2014  
248 SOUTH 4<sup>TH</sup> STREET  
8:15 A.M.

PRESENT: Jodi Coleman-Niernberg, Shane Allerheiligen, Martin Chazen, Jason Farrington, Kirk Granum, PJ McGovern, Stephan Schweissing; BY PHONE: Kevin Reimer

ABSENT: Les Miller

STAFF: Diane Keliher, Harry Weiss, Aaron Hoffman

GUESTS: Bennett Boeschstein, John Shaver

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

APPROVAL OF MINUTES: Kirk made a motion to approve the minutes from the April 10<sup>th</sup> and 24<sup>th</sup> meetings; PJ seconded; minutes were approved.

QUARTERLY BUDGET REVIEW: Harry distributed the 2014 first quarter budget report for the BID. Sponsorships are down this year. Jason asked if FCI had been approached for any sponsorship. Harry explained that FCI has been a major supporter of AOTC with in-kind services for the installation/de-installation of the annual exhibit. Both Wells Fargo Bank and Blythe Architecture dropped their sponsorship of Art & Music this year, but Kevin Reimer has given the Art & Music Festival a deeply discounted rate for all the lodging we need for the musicians performing this weekend. For many years ANB Bank gave \$30,000 for Farmers Market, but in late 2012 the Bank implemented a new marketing strategy shifting away from sponsorship. (ANB had been the single largest contributor to the BID between its sponsorship support and special assessment payment). In 2013 we made up \$20,000 of the \$30,000 in FM sponsorship from High Noon Solar and Bellco Credit Union, but so far for 2014, we only have Bellco on board. The DDA is currently the largest contributor to the BID through its PILT grant. While Aaron Hoffman's salary is allocated entirely to the BID, a portion of both Diane's and Harry's labor is charged to the BID, but it is under-budgeted compared to what time is actually expended. In next year's budgeting process Harry would like to look more closely at the total contribution the DDA makes to the BID.

BID RENEWAL: We have scheduled June 2<sup>nd</sup> for a follow-up session with City Council. Harry is getting some clarity on the process, but the BID board needs to make a number of recommendations to City Council about the BID's direction, focus and how the renewal question is decided. The BID board should be the advocate for renewal. If the BID is renewed in its present form, it is a relatively simple of Council passing a new ordinance. Changes to the funding formula or mechanism would trigger an electors' ballot. Harry feels the BID's organizational structure needs to be more efficient and robust. Kirk said the current structure is messy for special event authorization. Harry pointed out that the BID community is quite diverse and does not have consensus on events or what else the BID might be doing to strengthen Downtown.

PJ mentioned that the DDA/BID Board and City Council came to the conclusion at our last joint session not to split into two separate boards and that it was not necessary to conduct a formal ballot measure

on the renewal question. PJ would like an analysis showing who pays the special assessment as part of the information that goes out to the BID members with the information about the renewal. Harry reported that there are 13 properties that pay more than \$2,000 a year. City Market, Enstroms, all the banks, Shari Raso, Amora Bley, and the Reimers pay almost one-third of the assessment. Main Street properties pay 37% of the assessment.

Jodi feels that merchants want the BID, but there may be businesses out of the area that wouldn't support it. The first question is do we restructure the boards. Council can appoint a different board but the problem is that we do not have participation by advisory committees.

Marty would like to look at the Horizon Drive BID model. Its members are involved and focused on economic development. If property owners are paying the price, then we need to serve them. Harry stated that the electors are property owners, residents and lessees. Jason mentioned that the North Avenue property owners are having a professional help them define their advisory committees.

John said the BID was formed to be supplemental to the DDA. Harry feels that marketing and events are important services for any downtown and are a common undertaking of BIDs across the country. PJ and Jodi feel that we should keep it as it is and work with steering committees to make programmatic changes. John suggested polling the constituents. Stephan asked if it would renew for 10 years again. John said the ordinance could either be renewed forever or for another short term. John reminded the board that there will be five new City Council members after April, 2015.

Stephan feels we should ask constituents since tenants feel that they are the ones that pay the assessment along with property owners. There is a big mix of people to consider. Harry will draft a brief stating what the BID does, how it is structured/governed, and how it is funded. Over the summer we can facilitate BID input in Downtowner sessions, and after polling the constituents, we can present recommendations to City Council in September along with the 2015 Budget & Operating Plan due September 30. Stephan thinks a lot of people are expecting a vote. Shane is worried about backlash. John stated that Council is required to hold public hearings for ordinances. Kirk feels we need to address event standards.

UPDATES: The Art and Music Festival is this weekend. We are hoping people are excited about the music change.

Aaron is working on the gift card program and setting up merchants to be able to accept them. The official launch will be on May 27<sup>th</sup>. We will no longer issue paper gift certificates, however the paper gift certificates will be good for a while.

Instead of having quarterly Downtowner meetings we will be having a monthly meeting out of the office to network with merchants. Jason asked if we should have different groups invited to the meetings.

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