

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, AUGUST 14, 2014  
248 SOUTH 4<sup>TH</sup> STREET  
8:15 A.M.

PRESENT: Les Miller, Chair; Jason Farrington, Vice-Chair; Shane Allerheiligen, Martin Chazen, Jodi Coleman-Niernberg, Kirk Granum, PJ McGovern, Stephan Schweissing  
ABSENT: Kevin Reimer

STAFF: Diane Keliher, Harry Weiss, Aaron Hoffman

GUESTS: Bennett Boeschstein, John Shaver

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

APPROVAL OF MINUTES: Kirk made a motion to approve the minutes of the July 10<sup>th</sup> meeting; Marty seconded; minutes were approved.

ORGANIZATIONAL CHANGES: Harry provided his assessment of changes that have occurred in our organization and culture as a result of the BID supplanting the DTA. The conversion to an assessment-funded public agency providing the same services that had previously been supported by a narrower, volunteer-based, non-profit produced a significantly more diverse array of district constituents, and a simultaneous decline in member engagement and participation in the work of the BID. Lack of member engagement has also negatively impacted the cultivation of BID leadership, a situation made more murky by the DDA/BID Board dual assignment of governance responsibilities. Highly successful BIDs are characterized by active participation of its diverse members with strong leadership emanating from the businesses in the District. Member engagement and leadership development must be actively facilitated and cultivated by the organization with the commitment of necessary resources to allow the BID to be as successful as it can be.

Harry feels current staffing levels are inadequate to tackle this fundamental deficiency that limits the BID's effectiveness and strength. Harry would like to create a new position of an associate director of the BID whose primary responsibilities would be to facilitate and coordinate member engagement through a robust committee structure supporting existing programs of marketing and events, as well as anticipated new services in the area of business development. The position would report to the executive director and is envisioned as a ¾ to full time assignment. There is some flexibility within our existing labor resources to free up ¼ to ½ of the new position by revising Diane's and Aaron's positions, and re-allocating labor expenses between the DDA and the BID. Ultimately the new position would reflect an increase in labor burden allocated to DDA operations, but would also reduce the current operating subsidy the DDA provides to the BID in the current PILT transfer. A secondary goal would be to make the two organizations more financially self-sufficient over a period of 2-3 years. In addition to the BID's positive fund balance reserves, the BID board has the discretion to adjust the assessment by an amount up to 5% annually.

PJ described this change as being potentially perceived as nothing more than increased taxes (assessment) for increased bureaucracy (staff). Harry responded that the objective must be to foster greater impact and effectiveness of BID programs and services while strengthening the business

community downtown. Marty what specific outcomes we could expect for the increase in hours. Stephan feels the BID is in need of change but doesn't want to add a staff person to keep doing the same things. Kirk is interested in the idea, but is concerned about timing with the renewal of the BID in 2016. Shane asked if this could work as a contract position. Harry feels it must be integrally aligned to the core function of the BID under direct supervision as an employee. Marty would like to see a plan with goals and objectives in a matrix. Jason suggested having a sunset. Kirk feels that the BID needs to keep evolving. PJ doesn't want to use the majority of the BID budget for staff.

**SPECIAL EVENT POLICY:** Harry met with City staff relative to the burden of special events on Parks, Police, Streets, etc., and the in-kind services that the City is presently providing free of charge. The task force will be recommending a new procedure whereby special events permit applications for the coming year must be submitted by December 1 to allow a comprehensive calendar of major events and their siting to help manage event impacts and allow advanced planning for staffing requirements. Event applications would still be accepted after Dec. 1 on a first come - first served basis, but permit issuance will depend upon availability of dates and sites. Kirk asked if this includes parades. Harry stated that it will apply to parades as well as special events.

PJ asked if we could approach Mesa County to help with traffic enforcement. Rich said that the County only monitors county roads. For the Epic Rides event, Mesa County Sheriffs are involved. PJ added that we should address the security cameras again for vandalism prevention. The DDA did not move forward with security cameras on Main Street due to liability concerns for the creation of a false sense of security when cameras are not monitored. Security footage would provide evidence of vandalism that could be useful in prosecution. BIDs are statutorily authorized to provide security and many BIDs do. Shane would support the BID's funding of security guards. John said the police are looking at body cams. Marty feels this is a city-wide concern. Harry suggested that as an alternative to the DDA and/or BID installing and operating a security camera system, the DDA could offer an incentive to property owners to install cameras on their properties, perhaps modeled on the façade grant program that pays one half the cost of equipment and labor. That could accomplish the goals of deterrence and the gathering of evidence without the liability of operating an unmonitored security system. Bennett said the bike patrol has been a good resource for events in parks.

**OTHER:** Bennett invited the board to the Ribbon Cutting Ceremony in front of the Avalon Theatre from 10:30-11:00 a.m. on September 17<sup>th</sup>.

**ADJOURN:** Marty made a motion to adjourn; Kirk seconded; the board adjourned at 9:10 a.m.