

Horizon Drive Business Improvement District

Official Board Meeting

June 9, 2010, 10:00 am – 12:00 noon

Grand Junction Visitor's Center – Conference Room

Board Members in Attendance

Jan Rohr – Chuck Keller – Lynne Sorlye – Brenda Brock – Dale Reece

Also Present

Victoria Patsantaras, Representative

Teri Cavanagh, Cobb & Associates

Diane Hatfield, Secretary

Debbie Kovalik, Director, Economic, Convention & Visitor Services, City of Grand Junction joined the meeting at 10:30 a.m.

Attendees of the Horizon Drive District board meeting convened at the Grand Junction Visitor Center at 10:00 a.m. Before the meeting was called to order, Melanie Wiseman, Visitor Center Coordinator, conducted a tour of the newly refurbished facility.

Ten employees promote Grand Junction with businesses and conventions outside the area. Ninety volunteers perform various duties on behalf of the visitor's center, including manning the colorful hands-on exhibits which effectively showcase the many attributes of the Grand Valley and its surrounding areas. Members of the community are encouraged to drop in to catch sight of what is in their own backyard.

Call to Order

The meeting was called to order at 10:15 a.m. by Jan Rohr, Vice President, with minutes taken by Diane Hatfield.

Consent Agenda

A consent agenda, including the minutes from the May 12th meeting, were previously distributed for review. No items were pulled from the consent agenda before a motion was made.

Motion - The motion was made by Chuck Keller, seconded by Lynne Sorlye, and unanimously passed that the minutes from the May 12th meeting, Treasurer's report, and District Representative's report be approved.

New Business

July 14th Board Meeting

The July 14th board meeting is tentatively planned to be held at City Hall. Clark Atkinson, will be contacting Laurie Kadrich, City Manager, to confirm this.

Report of Consultant

Representative, Victoria Patsantaras

As directed, Tim Moore was contacted to request a template in establishing a definitive agreement between the Horizon Drive District and the city regarding the maintenance of the gateway. As a result of that request, a meeting was held on May 27th with Kathy Portner, Grand Junction Neighborhood Services Director.

As a taxing authority developed by the city, the Horizon Drive District is unique from other districts; it's founding documents and interactions with various city and state entities will be researched before a first draft is prepared. Besides being a special district and a taxing district, the Horizon Drive District is recognized as a neighborhood; it was suggested that a zoning overlay for the Horizon Drive District be prepared, as had been done by other districts in Grand Junction.

Other discussion

Emergency numbers

A list of emergency numbers was compiled for the use of reporting emergencies in the district. It was suggested that this list be included in our website, as well as an e-mail blast to the District constituents.

Customer loyalty cards

Teri Cavanagh, of Cobb & Associates shared that the Fruita Treasure Club campaign is seen as being very successful; merchants and customers alike are pleased. People would be encouraged to spend money in the district if the district ran a similar promotion

Ride the Rockies, 2010

Layne Whyman, Convention Services Coordinator of the GJ Visitor & Convention Bureau briefly described activities planned for the starting point of Ride the Rockies on June 12th and 13th.

Introductions / Guest Presentation

Jan Rohr thanked Debbie Kovalik for agreeing to host the Horizon Drive District board meeting at the Grand Junction Visitor & Convention Bureau, and for participating as a guest. Introductions were made all around.

Jan presented the three major goals identified in the Board's strategic planning session: 1) developing relationships with stakeholders in the District, 2) improving the physical appearance of the District, and 3) expanding the boundaries of the District. In moving towards these goals, the board is connecting with individuals and entities who have certain expertise to share in the development of the Horizon Drive District, as well as collecting input from constituents of the District.

Jan invited Debbie to give an overview of her role, opinions and outlooks as *Department Director of the Grand Junction Economic Convention & Visitor Services*.

Debbie Kovalik thanked the Board for coming to the Visitor's Center. The Visitor's Center is one of Grand Junction's greatest assets, and is very experienced in promoting the community. Locals are encouraged to refer visitors so they can have the opportunity to experience all that Grand Junction has to offer.

The Visitor's Center is intertwined with the City and with Grand Junction's Economic Development (GJEP) entity.

1. People and businesses are trying to figure out their market niche / how they're going to manage the flow of business / pockets of opportunity / areas of productivity / and shared burden of development.
2. Retailers want to be where the success is. Major retailers become interested in areas because of new development. Cabella's entered the market in Grand Junction in an entirely different approach; because of their reputation and location, Mesa Mall is receiving many requests for rental opportunities.
3. Adjusted perceptions; businesses once considered cheap have now improved to a more upscale image.
4. Tracking hotel occupancy allows travel predictions and spending trends.
 - a. Road travelers vs. corporate travelers
 - b. Two hotels will soon provide 200 additional rooms to the 3,000 rooms already available in Grand Junction.
5. Rate recovery takes awhile – flight and car rental availabilities are affected by demand.
 - a. While the airport is not in the District, it attracts development in the District; there is a visual image connected with the airport. Technology parks become very attractive. Public transportation becomes an issue with airports, as does pedestrian access.

Importances to the Horizon Drive District:

1. Show the value of the Horizon Drive District.
 2. Welcome new businesses.
 3. Field trips to various businesses.
 4. Support local events, within the District, as well as city wide events.
 5. Keep constituent landowners in touch; make them aware of events.
 6. Create 2-5 year vision.
 7. Secure designation of tax exempt status.
 8. Seek urban renewal grant monies.
 9. MSA designation .
 10. Look at mechanisms / lay of the lands.
 11. Look to unspent incentive money.
 12. Set priorities for potential capital improvements
 13. Advocate for businesses in District.
 14. Meet and greet - planned visits on a rotating basis
 - a. a personal visit is quite different than a telephone call.
 - b. Adopt a business – keep in contact people in District.
 15. Develop a strategic action plan.
 16. Promote attractions – “Passport to Adventure”.
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17. Educate employment / daily traffic within District .
18. Landscape opportunities.
19. Man on the street; what do you think about Horizon Drive.
20. Influence perception.

Motion –The motion was made by Lynne Soryle, seconded by Chuck Keller, and unanimously passed that the meeting be adjourned.

Chuck Keller, Recording Secretary

Date: _____