

# **Horizon Drive Business Improvement District**

## **Official Board Meeting**

July 14, 2010, 10:00 am – 12:00 noon

Hospice Palliative Care – Spoons, Room 101

### **Board Members in Attendance**

Clark Atkinson – Jan Rohr – Bill Milius – Dale Reece – Lynne Sorlye

### **Also Present**

Teresa Coons, Mayor – City of GJ

Kathy Portner, Director – City of GJ, Neighborhood Services

Jarrold Pearson, Attorney – Hoskin, Farina & Kampf

Victoria Patsantaras, Representative

Diane Hatfield, Secretary

### **Call to Order**

The meeting was called to order at 10:00 a.m. by Clark Atkinson, President, with minutes taken by Diane Hatfield.

### **Guests**

Clark welcomed and expressed thanks to the board's Attorney, Jarrod Pearson of Hoskin, Farina & Kampf. In order to familiarize himself with the business of the Horizon Drive District, Jarrod will be attending the board meetings pro bono.

Clark introduced Kathy Portner of the City of GJ – Neighborhood Services, who will be instrumental in drafting a Memorandum of Understanding between the City of Grand Junction and the Horizon Drive District for landscaping and maintenance.

### **Consent Agenda**

A consent agenda, including the minutes from the June 9<sup>th</sup> 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 Jan Rohr, seconded by Bill Milius, and unanimously passed that the minutes from the June 9<sup>th</sup> meeting, Treasurer's report, and District Representative's report be approved.

### **Report of Consultants**

Representative, Victoria Patsantaras

Please refer to the consent agenda for the entire report. The following were highlighted as needing further explanation and discussion:

As the City of Grand Junction will be approving budgets in mid-October, it was suggested that the financial business requiring the board's approval be addressed in the next month.

Based on a communications planning summary from Cobb & Associates, website development would be advantageous in communicating with the district's constituents.

It is requested that the board give direction to Representative, Victoria Patsantaras to begin creating a zoning overlay. Creating a table of contents would give the board an opportunity to see what might be included in an overlay district.

**Motion** – The motion was made by Jan Rohr, seconded by Dale Reece, and unanimously passed that Representative, Victoria Patsantaras be directed to begin working on a zoning overlay. The Representative's other responsibilities will take priority, and the work should not exceed the 20 hours per week agreed upon.

### **President's Comments**

Based on the recommendation of the insurance agent, Clark Atkinson recommended that the board establish contracts with all consultants. Bill Milius was asked to work with Representative, Victoria Patsantaras to draft consulting contracts for the board's review. Concurrent with the 2011 budget, the board will discuss goals we will set for our consultants.

The budget will be approved in time for the City's budget meeting.

Quality time to discuss the merits of a new website will be required. In addition, more dialogs is required with regards to observations made by Cobb & Associates. The suggestion was made to extend the Horizon Drive District's August board meeting in order to incorporate these discussions. The time and place for this extended meeting will be held under advisement.

Attorney, Jarrod Pearson informed the board that in order to dissolve the former association and transfer it to the Horizon Drive District, action by the members of that association will be required. Direction was given that Jarrod Pearson and Representative, Victoria Patsantaras work together to create an agreement for a consent motion for those members to execute.

### **New Business**

Clark Atkinson suggested it would be beneficial to engage a consultant to prepare an Economic Impact Statement. After some discussion, it was agreed that a good resource to begin a search would be with the Chamber.

Positive feedback was given from the JUCO committee with regards to the vital role the businesses on Horizon Drive played in helping to make JUCO a successful event. Steve Thompson of the JUCO committee relayed that they would like to sponsor a thank you luncheon for Horizon Drive businesses. The board believes this is a great opportunity for these two groups to work together.

**Motion** - The motion was made by Jan Rohr, seconded by Lynne Sorlye, and unanimously passed for Representative, Victoria Patsantaras to engage with the JUCO committee to come up with an invitation list, and involve Cobb & Associates to promote a thank you luncheon in August.

### **Treasurer's Comments**

Bill Milius reported that liability insurance has been purchased for the District's Board of Directors.

### **Introduction / Guest Presentation**

Clark Atkinson thanked Teresa Coons, Mayor – City of GJ for taking time out of her busy schedule to attend the board meeting of the Horizon Drive District. As the board continues to shape the vision of Horizon Drive, the flow of communication with its constituents and with the City of Grand Junction is a key component to the success of the District.

Ms. Coons shared her desire to keep our city great, and making it a livable community for residents and visitors alike. While individuals have their own concepts of measuring this desire, for most of us it means a safe community, a place where people can recreate, where people have opportunities for good jobs, affordable and variety of housing, arts & culture and access to outdoor activities. "My mission as mayor is to continue to find ways to make this a livable community and a place where visitors will want to come back to." As the gateway to the entire community, Horizon Drive is the first exposure, and sometimes the only impression of Grand Junction that visitors receive. What the Horizon Drive District is doing is very important to the entire community; all of our corridors are very important and worthy of expense.

### **Other discussion**

Clark Atkinson asked attendees to participate in a lightening round discussion to discuss their impression and items of action, based on the June 9<sup>th</sup> meeting with Debbie Kovalik, Director, Economic, Convention & Visitor Services. "What do you think this board could do better?"

Bill Milius – Better signage to ease confusion for tourists discovering the rest of Grand Junction.

Jan Rohr - Identify capital investment money that the Horizon Drive District is eligible for, having projects at shovel-ready stage as those monies become available, i.e. signage on the highway, as well as on Horizon Drive.

Dale Reece – Community first, Horizon Drive second; everything we do has to be based on quality of life! Communication and consistency in tying Horizon Drive to local events is imperative. First impressions are last impressions. Concentrate on what we're doing right and keep on doing them.

Teresa Coons – Entertain vibrant and new ideas as we continue to grow and become more diverse. Remain focused on what is going on in the community so we don't become detached from the individual events happening in Grand Junction.

Lynne Sorlye – Concentrate on developing Horizon Drive. Cultivate a long range vision of the district, drafting specific projects for a 2-5 year span so that we are ready when funding becomes available. Touch the people in the district through newsletters,

personal visits, social events, etc. Make the district more attractive as new businesses come to Grand Junction; show the value and potential of locating on Horizon Drive. Support businesses in the district.

Chuck Keller was not present, but presented his views to Clark Atkinson to relay to the board – Represent our constituents of the Horizon Drive District and communicate to the diverse businesses what the board is all about, as well as what the board is going to do for them.

Clark Atkinson – Know what’s going on in the community, and forge partnerships with stakeholders to collaborate in the vision and capital improvement of the Horizon Drive District.

Discussion turned to capital projects that are being considered... art work, walking paths, pedestrian safety, beautification, transportation, continuity and traffic calming. It’s important to have a vision that the city can enfold into a bigger plan - capital improvements enhance tax revenue. The board would like to participate with the City to initiate contact with CDOT to inquire about replacing traffic lights with roundabouts, creating a landscaped avenue with trees, eliminating left turn lanes, creating a new arrival avenue. All of these things would say “Welcome, this is a great place!” It is advantageous to Grand Junction for various areas in the community to cultivate their uniqueness, while being tied in together as part of the larger community.

Getting everyone on board is difficult; one of the challenges the board faces is that our constituents are taxpayers to the district who have tenants. The property owners won’t always agree with store owners; it is the board’s responsibility to look at what is best for the whole community. It would be great to have Representative, Victoria Patsantaras to connect with the constituents so they will have had the opportunity to communicate their views about the district. It is important to allow and take into account input from the District stakeholders and from others outside of the District.

**Motion** –The motion was made by Jan Rohr, seconded by Lynne Soriye, and unanimously passed that the meeting be adjourned at 12:05.

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Chuck Keller, Secretary

Date: \_\_\_\_\_