



Official Minutes

Special Meeting of the Horizon Drive Business Improvement District

August 31, 2010

Spoons at Hospice & Palliative Care, Room 101
3090 A North 12th Street, Grand Junction, CO 81506

Attendance:

Clark Atkinson

Chuck Keller

Lynne Sorlye

Dale Reece

Bill Milius

Jan Rohr

[Board Members absent: Brenda Brock]

Others:

Victoria Patsantaras, representative for District

Jarrold Pearson, attorney for District

Call to Order: The meeting was called to order at 10:10 a.m. by Clark Atkinson. Minutes were taken by District's representative, Victoria Patsantaras. A quorum (4) of Board Members is present.

Agenda: The purpose of this meeting is to resolve, or discuss and defer to a later meeting, items of business that have not been accomplished in the ½ hour scheduled for routine business before the Board meeting guests arrive. The agenda for today includes routine administrative items and items that require board discussion and consideration. A week prior to this meeting, all Board members received a "work binder" that contained the agenda and detailed information related to the topics to be discussed.

Administrative Business:

1. Association. With the guidance of attorney Jarrod Pearson, the Horizon Drive Association will be dissolved as a corporation with the Colorado Secretary of State. Two members of the Association, Richard Tally and Lynne Sorlye, attended a meeting on August 25, 2010 and executed a Resolution of the Board of Directors of the Horizon Drive Association and entered into a Trademark Transfer Agreement that will convey to the District any trademarks owned by the Association.

Discussion between the Board and Jarrod Pearson occurred relative to the procedure. After discussion, the Board agreed that the details related to, and the acceptance of the

Trademark Agreement by the District, shall be outlined in Resolution dated August 31, 2010. A copy of said Resolution, approved by the Board, is attached hereto.

2. 2009 Audit. On May 19, 2010, the audit for year ending December 31, 2009 was completed by Chadwick, Steinkirchner, Davis & Co, P.C. Copies of the audit were distributed to Board members at the June, 2010 Board Meeting, which was held at the Visitor Center.

Discussion occurred relative to the content of the audit, and whether it had been filed with the State of Colorado. Ms. Patsantaras confirmed that the auditor filed the 2009 audit with the State as required, prior to the July 31, 2010 deadline.

Motion was made by Chuck Keller, seconded by Jan Rohr and unanimously passed adopting the 2009 audit report. Ms. Patsantaras shall post the 2009 audit report on the website.

3. 2010 Budget to actual. The 2010 Budget (drafted in September, 2009) was discussed and contrasted with the profit and loss statements prepared through July 31, 2010. The Board concludes that the District has remained on budget, and at times under budget, to date for 2010. The Board calculates estimated expenditures for the remainder of 2010 and believes it will continue on budget. The item of \$57,000, paid to the City of Grand Junction in July 2010 and shown on this P&L as professional service, should be moved to another category, as it is a capital debt expense for the gateway improvements.

4. Draft of 2011 Budget. A blank 2011 Budget was contained in the work binders. Discussion first occurred on expected tax revenues. Jarrod Pearson presented a worksheet with TABOR calculations. Additional information is needed. Estimates were made by the Board for draft purposes. Mr. Pearson and Ms. Patsantaras are to gather additional information from the Assessor, the auditor, Mike Nelson, and Grand Mesa CPAs, the accountants, to complete this information for a draft by the September 8, 2010 meeting.

Discussion then turned to expenses for 2011. The marketing budget is deferred for more detailed discussion. The Board budgets the 2011 clerical/administrative expense based on part time, i.e. no more than 20 hours per week. The remaining administrative and office expenses are estimated by Ms. Patsantaras, based on a review of the expenses paid to date in 2010. The Board then discusses the cost of the open house, legal and accounting fees and allocates budgetary numbers. The last item of discussion is that of allocating funds for District capital project planning. Chuck Keller assists with the estimated expense total. A revised draft of the numbers set forth by the Board today are to be compiled by Ms. Patsantaras and distributed before the September 8, 2010 meeting.

Detailed discussion:

5. Cobb & Associates' communications memo of July 2010. Discussion occurred relative to the suggestion within the memo that, in order to accomplish the District goal to improve basic communication, a course of action for the remainder of 2010 could be starting work on a modern website and a new communications plan. Varying and opposing points of view were expressed, mostly concerning the website. Discussion was later focused on Cobb & Associates' role with the District / Board, its duties going forward, allocation of funds in the 2011 budget, etc. This topical discussion continued until 11:30

a.m., whereupon it was moved by Clark Atkinson, seconded by Chuck Keller and unanimously passed:

- a. Another meeting will need to be held to direct a communication plan. This meeting will occur with Cobb & Associates.
- b. For 2011 budget purposes, \$10,000 is allocated to marketing and \$10,000 to production services. A separate category for website redevelopment is allocated \$10,000.
- c. The existing website is to include the District's Mission Statement and Vision Commitment; the old news articles are to be removed or 'de-emphasized' and new articles about the recent happenings, i.e. JUCO luncheon on August 25, 2010 are to be included. Ms. Patsantaras is to perform as much of this change as she feels comfortable and defer the remainder to Cobb.
- d. A subcommittee to evaluate website redevelopment will include Lynne Sorlye as chair, Dale Reece, Jan Rohr and Chuck Keller. The District Representative is to work with this subcommittee and Cobb & Associates.

At approximately 11:35 the Board recessed for 15 minutes. Upon recalling the meeting to order, Clark Atkinson guided the Board to discussion regarding the goals set in February, 2010. Discussion ensued:

6. Goals for 2010. The Board confirms that it is on track with the goals it set for itself in February, 2010.
 - a. Building relationships. The Board unanimously agrees that it will continue inviting guests to the Board meetings.
 - b. Improve the District. Clark Atkinson provides background to the Board regarding his recent meetings with the City engineering and planning staff, CDOT regional director, David Eller, and how this ties in with the overlay district that the Board has decided to pursue.
7. Contract with Cobb & Associates. A draft Service Contract was included in the work binder. Discussion concerning the form of contract, fee and scope of work were briefly discussed as more detailed discussion of Cobb's role occurred prior to lunch. The Board approved the form of contract. Ms. Patsantaras is to share this draft with Cobb, obtain a fee schedule from Cobb and insert into the contract, presenting to the Board for final review at the September 8, 2010 or October 13, 2010 meeting.
8. Service & Operating Plan for 2011. A draft plan was included in the work binder. Discussion occurred on the form and history of the document. The Plan is to be submitted to City Council with the 2011 Budget. Small additions and changes were requested and Clark Atkinson indicated to Ms. Patsantaras that he would email additional comments prior to the end of September, when the Plan must be submitted to the City.
9. Overlay District. Ms. Patsantaras outlined the status of the work on the overlay district, her meeting with City Staff, Kathy Portner, and the ongoing, lengthy nature of this project. Victoria inquires of the Board what is the Board's preference: let the City take the lead, or Victoria on behalf of the Board, as outlined in the draft table of contents included in the work binder? The Board expressed its' preference for steering the effort. The involvement of the City is expected to be supplementary, after District development of

policy. Questions were raised by Dale Reece regarding the information that will be included, his desire to discuss the information being included and to ask for public input. Discussion and explanation continued, with reference to the table of contents included in the work binder, and the length of time this project will take to draft - it will not happen overnight - likely over a year. Ultimately Clark Atkinson empowered Victoria Patsantaras to work with the City at this level and continue to bring back to the Board draft information as it is prepared.

10. Economic Impact Study. Two proposals were provided to the Board. The first, by Bob Kretschman, was referred by Debbie Kovalik and the Chamber of Commerce, and was included in the work binder. The second, by Mesa State College professor Dr. John Redifer and Georgann Jouflas, arrived August 30 and was provided to the Board at the work session. On a third note, Clark Atkinson indicated he received a referral from the St. Mary's board for a firm from Denver, Development Research Partners, who recently provided a report to St. Mary's. Ms. Patsantaras was unable to make contact with Development Research Partners before the work session.

The Board discussed the merits of having referrals from the community, and a recognized credential or authority on the topics that will be expressed in the study. The Board delayed decision on selecting a proposal. Ms. Patsantaras was requested to gather additional information regarding the experience of each entity, make contact with Development Research Partners and to inquire on the availability of the principals to meet with the Board on October 13, 2010.

11. Recruiting of new board members. Although not a topic listed on the agenda, Clark Atkinson inquired if the Board would be willing to begin searching for new board members. Ms. Patsantaras reviewed the Board roster and advised that the appointments in April were for four (4) year terms, so there will be no vacancies in 2011. Thus no need to recruit new board members, unless a board member chose to be excused early from the appointment.

There being no further business, the meeting was adjourned by Clark Atkinson at 1:00 p.m.

Horizon Drive District

By: _____
Chuck Keller, Secretary

Date: _____