



HORIZON DRIVE

District

Gateway to Grand Junction®

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Official Minutes

Board Meeting of the Horizon Drive Business Improvement District

October 13, 2010

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

Attendance:

Jan Rohr
Bill Milius
Chuck Keller
Lynne Sorlye
Brenda Brock
Dale Reece
Clark Atkinson

Others:

Victoria Patsantaras, representative for District
Jarrod Pearson, attorney for District

Interviewees:

1. Patty Silverstein, Development Research Partners, Littleton, Colorado. By telephone
2. Bob Kretschman, Kretcom Business Communications & Research, Grand Junction, Colorado. In person.
3. Dr. John Redifer, Mesa State College, Department Head of Social and Behavioral Sciences, Grand Junction, Colorado. In person.

Call to Order: The meeting was called to order at 10:00 a.m. by Clark Atkinson. Minutes were taken by District's representative, Victoria Patsantaras. A quorum (4) of Board Members is present.

Consent Agenda: At approximately 11:40 a.m., after conclusion of three interviews (which will be outlined below), the chairman inquired whether there were questions regarding the consent agenda items. There being none, it was moved by Dale Reece, seconded by Lynne Sorlye and unanimously passed that the consent agenda, consisting of: Minutes from the August 31, 2010 work session, Minutes from the September 8, 2010 Board Meeting, the Treasurer's Report for September 2010, the Representative Report of October 13, 2010, is approved.

The October 6, 2010 memorandum from Cobb & Associates regarding website strategies merits further discussion by the Board.

New Business: The order of business for this meeting is to interview three entities that were selected and who provided proposals for performing an Economic Impact Study that will illustrate the benefit of Horizon Drive District businesses on the regional economy. The Board members were provided copies of the three proposals, resumes and references for each interviewee via email on October 6, 2010.

- At 10:00 AM Patty Silverstein of Development Research Partners called in, introductions occurred and Ms. Silverstein asked questions of the Board. Thereafter, Ms. Silverstein outlined her proposal, which is proposed in two phases, the cost and the details of Development Research Partners' experience. Clark Atkinson invited the Board members to ask questions of Ms. Silverstein. Question and answer time with this interviewee continued until approximately 10:35.
- At approximately 10:35 AM Bob Kretschman of Kretcom Business Communications & Research addressed the Board, outlining his proposal, the data he would utilize (a sample contained in a handout was provided to the Board at the meeting) and expressing interest in the District's impact on the community. Clark Atkinson invited the Board members to ask questions of Mr. Kretschman. Question and answer time with this interviewee continued until approximately 11:05.
- At approximately 11:10 AM Dr. John Redifer of Mesa State College, Department Head of Social and Behavioral Sciences, addressed the Board, sharing his experience and asking questions of the Board, engaging the Board in further discussion, during which Dr. Redifer highlighted a few areas of inquiry that the Board did not include in its' RFP. Board members asked questions of Dr. Redifer. Question and answer time with this interviewee continued until approximately 11:40.

At the conclusion of the three interviews, Clark Atkinson invited the Board to discuss the proposals and asked the Board to advise whether a decision should be made now or at the next meeting, scheduled for November 10, 2010.

Specific discussion occurred relative to each proposal. Preference was voiced among several board members that Mesa State College's proposal would best serve the District. Clark Atkinson suggested that either the entire Board or a task force should meet with Dr. Redifer to clarify and confirm the proposal and cost. There being agreement and understanding between the Board members as to how they wish to proceed on the economic impact study, Bill Milius moved that the District engage Mesa State College for the economic impact study. Lynne Sorlye seconded and the motion unanimously passed.

Clark Atkinson directed Victoria Patsantaras to contact Dr. Redifer to obtain dates he is available to meet with the Board, or a group thereof. Victoria then shall send Dr. Redifer's available dates by email to all Board Members, who will then advise which dates work for them. After gathering this data, a date will be selected by Clark Atkinson for the meeting.

Clark Atkinson requests that thank you letters to the two interviewees whose proposals were not accepted, be drafted for his signature.

Clark Atkinson reminds the Board that Rex Tippitts of the Grand Junction Regional Airport will be guest at the next meeting, November 10, 2010. The location is yet to be determined.

Clark also indicates that the next meeting will include discussion of the “overlay¹” and work Victoria is engaged in with the City of Grand Junction.

There being no further business, with thanks to all, the meeting was adjourned by Clark Atkinson at 11:45 AM.

Horizon Drive District

By: _____
Chuck Keller, Secretary

Date: _____

¹ (Victoria’s note: “Horizon Drive District Corridor Plan” better describes the effort and document being formulated with the City of Grand Junction.)