



HORIZON DRIVE

District

Gateway to Grand Junction®

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Official Minutes

Board Meeting of the Horizon Drive Business Improvement District

January 12, 2011

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

Attendance:

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

Others:

Victoria Patsantaras, representative for District

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: Chuck Keller moved for approval of the consent agenda, consisting of the December 8, 2010 minutes, Treasurer's report and Representative's report. Jan Rohr seconded the motion and it was unanimously approved.

Routine Business: Election of Officers. The Board discussed the District's Bylaws, which call for election of officers at the first meeting of the year and allow an officer to serve three, one year terms. The current officers shared information concerning their duties and the time they've taken to create a routine for the duties of each office. Generally, agreement upon the feeling that the first year in office is spent learning the role. Therefore, it may not be best for the District to have different officers annually. It was moved by Chuck Keller, seconded by Lynne Sorlye and unanimously passed that the Board retain the 2010 officers for the 2011 term. Clark Atkinson, president [2nd term], Jan Rohr, vice president [2nd term], Chuck Keller, secretary [3rd term] and Bill Milius, treasurer [2nd term].

Lightning round. Clark Atkinson requested each board member summarize the highlight(s) of the 2010 year and the objective(s) going into 2011. The mission statement was then reviewed and the Board agreed unanimously that the statement remains accurate.

Objectives for 2011. After engaged discussion by all board members, the following objectives were confirmed:

1. Website redesign
2. Economic Impact Study
3. Corridor Plan
4. Capital Improvements
5. District Expansion

The Board recognizes that some objectives are longer term than others. For each objective, the Board discussed (a) definition/expectation of each project; (b) road map; (c) timing and (d) 2011 progress marker.

1. **Website redesign.** This project is defined as creating an operational and useful tool to communicate with the property owners and occupants within the District. The roadmap for this project has been developed by the website committee and Teri Cavanagh with Cobb & Associates. The timing for the project requires Board approval of the “wire frame” draft in February, then committee development of content in March and April with complete launch in June. The progress marker is “to be up and out”, backed by a strong communications plan [which is also being developed by Cobb & Associates for Board review in February] and roll out Objective 2 [the Economic Impact Study results] by mid-year. The next progress marker will be a plan for interaction and support of Objectives 3, 4 and 5.

2. **Economic Impact Study.** This project is self defined, and will support the District in preparing for Objectives 3, 4 and 5. Interested members of the Board met with Dr. John Redifer and Georgann Jouflas of Mesa State College in late November, 2010 to clarify the results desired by the Board. An updated proposal was received in early December, 2010, adding a Listening to Business survey component, increasing budget to \$14,500 and a presentation by MSC to the Board in April, 2011. Bill Milius moved to accept the December 6, 2010 revised proposal by Mesa State. Chuck Keller seconded the motion and it unanimously passed. The progress marker in 2011 for this project will be sharing the study with the District’s stakeholders in several interactive methods and thereafter using the information to develop strategies for capital improvement funding for the District.

3. **Corridor Plan.** This project is defined as creating a document that will provide both a policy statement for guiding the District and develop a zoning overlay that will one day be adopted by the City of Grand Junction. Generally, the zoning overlay will include unique standards for items such as signage, access, architectural controls, lighting and landscaping. The roadmap for developing this project began in August, 2010 with drafts of the document initiated by Victoria Patsantaras. A “review and input” schedule was developed at the December 8, 2010 meeting and shown on the December 8, 2010 minutes. It involves multiple reviews by the Board and input by the City and stakeholders, then a public forum for review and comment.

The Board feels the details of the Corridor Plan should be carefully considered and discussed in detail. It was agreed that the monthly Board Meetings do not allow sufficient time to dive into the details needed for appropriate development of the Corridor Plan.

Victoria Patsantaras will host workshop sessions with board members who wish to attend and discuss, with the first workshop session to occur over lunch on Wednesday, January 26. Following workshops, as needed, will be scheduled at the conclusion of each workshop. Recognizing this is a complicated project Victoria suggests setting a goal of mid-year [June] for a draft Corridor Plan that the Board is 100% comfortable with. After that, then schedule open house, i.e. public discussion(s) on the Plan draft.

4. **Capital Improvements.** The Board confirms that capital improvements are the focus of the District. Although funding is limited, it is important to have 'shovel ready' projects for when funds are available. The Board has no capital improvement project determined at this time. A plan will be developed after information from the Economic Impact Study is received and as the Corridor Plan takes shape.

5. **Expansion of District.** The Board confirms that expansion of the District is desirable. Recognizing that this result may be long in development, influenced by the Objectives listed above and a great deal of work by the Board and Victoria, the progress markers for 2011 will be completion of Objective 1, 2 and 3. Clark Atkinson hopes that by the fall of 2011, the District will be able to invite guests and prospective District members to learn about the District and observe the benefits of joining.

Next meeting. Cobb & Associates will be invited to the February Board Meeting. It is expected that Cobb & Associates will present the website design for approval of the Board and will offer a draft communication plan to address the roll out of the website, the Economic Impact Study and the other efforts by the District in 2011.

Clark Atkinson asks that each Board member consider and report at the February meeting on the following:

- a. review the attached list (prepared in early 2010), and suggest individuals/entities who should be invited to Board meetings (add to list).
- b. suggest Open House dates.
- c. suggest other meetings [VCB, City Council, etc.] that the District should attend; and those you would attend on behalf of the District.

There being no further business, with thanks to all, the meeting was adjourned by Clark Atkinson at 12 noon.

Horizon Drive District

By: _____
Chuck Keller, Secretary

Date: _____

Stakeholders/Individuals/Entities --- important to HDD

Bankers - Alpine

Building Department (same as #18)

CDOT

Chamber of Commerce

City of GJ

City of GJ

City of GJ

City of GJ City Council

City of GJ Fire Dept

City of GJ Police

City of GJ Public Works & Utilities

City of GJ Public Works & Planning

CO Dept of Public Health & Environment

Colorado Printing Company

Community Hospital

County Commissioners

Downtown Authority (same as #19)

GJ Building Codes

GJ Downtown Development Authority

GJ Economic Partnership

GJ Regional Airport

GJ Regional Airport Authority Board

Hilltop

Mesa County Government

Mesa County Government

Mesa State College

Moss, Inc

Property owners outside of District

St. Mary's Hospital

Vacant Property Owners

GJ Parks & Recreation

GJ Economic, Convention & Visitor Svcs

Mesa County Planning Dept.

Mesa County Assessor

former involvement with DDA

Diane Schwenke

John Shaver

Kathy Portner

Lorie Kadrich

Bruce Hill

Ken Watkins

John Camper

Trent Prall

Tim Moore

Teresa Coons

Dan Thurlow

Chris Thomas

Steve Aquafresca

Heidi Hoffman Ham

Bob Lee

Heidi Hoffman Ham

Ann Driggers

Rex Tippets

Denny Granum

Mike Stahl

John Peacock

Steve Acquafresca

Tim Foster

John Moss

Terry Potter

Mike Vendegna

Debbie Kovalik

Jo Carole Haxel

Steve Hibbard

Cindy Altenbern

Bernie Buescher

City Attorney

Neighborhood services

City Manager

Teresa Coons is the new Mayor

Fire Chief

Engineering Manager

Executive Director

President & CEO

Airport Manager

Chief Executive Officer

County Administrator

Board of County Commissioners

President

Chief Executive Officer

Interim President and CEO

Parks Superintendent

Director

Senior Planner

Deputy Assessor

Secretary of State