



HORIZON DRIVE

District

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Official Minutes

Board Meeting of the Horizon Drive Business Improvement District

February 9, 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
Brenda Brock
Dale Reece

Absent:

Chuck Keller

Others:

Victoria Patsantaras, representative for District
Jarrod Pearson, attorney for District
Teri Cavanagh, Cobb & Associates

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: Lynne Sorlye moved for approval of the consent agenda, consisting of the January 12, 2011 minutes, Treasurer's report and Representative's report. Jan Rohr seconded the motion and it was unanimously approved.

Routine Business:

1. **Guests to next meetings.** The Board discussed the speaking guests to be invited to future board meetings, the frequency and the options for visiting the guest on their own site. The priority of invitation is as follows: Tim Foster, Mesa State College; Steve Acquafresca, Mesa County Commissioner; Diane Schwenke, Grand Junction Chamber; Ann Driggers, Grand Junction Economic Partnership; Michael McBride, St Mary's Hospital. The frequency of guests will be approximately every other month for the year. The on-site/ 'field trip' board meetings will be Mesa State College (MSC) and St Mary's Hospital. Clark Atkinson indicated he would contact and arrange the board meeting date with Tim Foster, which would be held at MSC. As for guests from the constituency of the District, each Board Member should feel free to invite guests to any meeting.

2. HDD attending other community board meetings. The Board discussed attending other board meetings, such as the City's Visitor and Convention Bureau (VCB), Downtown Development Authority (DDA), Airport Authority, City Council, Chamber of Commerce or Grand Junction Economic Partnership (GJEP).

Clark Atkinson indicated he is a board member of GJEP. Lynne Sorlye and Bill Milius volunteered to attend the VCB meetings. Chuck Keller had earlier indicated a desire to attend the Airport Authority meetings. Jan Rohr and Brenda Brock indicated that they would be willing to attend various meetings of the DDA or City Council, if requested to do so. It was decided that Victoria should list the upcoming meetings for the selected community boards and then inquire of the individual board members when they will be available to attend. The idea is that the interested board members and Victoria attend the meetings perhaps quarterly with the goal of raising awareness of the HDD in the minds of the other community boards. [Postscript: Lynne Sorlye was appointed to the VCB Board of Directors in February, 2011.]

3. Open House dates. The Board discussed the dates for having an open house or neighborhood gathering. Generally, the consensus is to have a neighborhood gathering and press conference on a Friday, early evening, in early May, 2011, soon after the Economic Impact Study is complete so as to release the information with some fanfare. The more formal open house should then be planned for September, 2011, when the District will have made more strides toward strategic planning and corridor plan drafting.

4. Workshops on Corridor Plan. The Board discussed the workshops that have been held regarding the drafting of an initial corridor plan. The Board confirmed to Victoria that they are finding these workshops helpful, and that the workshops should continue to be planned, with attendance by board members according to their other work schedule. Victoria reminded the Board that the February 23, 2011 workshop will be a presentation from the City engineers, regarding transportation and access.

Suggestions for future workshop topics include: general education on zoning terms and topics; creating and enforcing design standards; signs; steps for public input and then City acceptance of plan.

5. Economic Impact Study. The study will include a survey and interview component. Victoria is working with MSC to schedule the survey delivery and interview dates, along with a press component to advise the constituents and the community. The tentative dates for the work are outlined in the Representative's report. The Board confirmed that the scheduling should happen at the convenience of MSC and the constituent. When these are scheduled, then Victoria will contact individual board members to schedule attendance at the interviews. The information discussed within the interviews is to be kept strictly confidential. The Board acknowledges that board members should not attend interviews where a conflict of interest may arise with the interviewee, whether the conflict is landlord-tenant, friendship, competing business, etc.

At approximately 11:05 the general discussion concludes and the floor is turned over to **Teri Cavanagh of Cobb & Associates**, to present a summary of the website redesign and the 2011 communication plan.

Guest presentation:

Teri Cavanagh of Cobb & Associates presents a handout with information regarding the website redesign and the 2011 communications plan.

1. Website redesign. The Board approved the proposed redesign of the website. The details regarding format, branding and photo costs were discussed in detail, with approval to format and photo costs and minor suggestions made as to branding items (letterhead, business card, etc).

Thanks and good work to Cobb & Associates and the website committee, Lynne Sorlye and Chuck Keller.

2. Communication Plan. The Board reviewed Cobb & Associate's handout, discussing the overview and objectives. The Board approved the proposed communication plan, with minor changes to the press release and draft cover letter for survey.

Next meeting:

The next board meeting is March 9, 2011. Clark Atkinson will inquire of Tim Foster, MSC, regarding having a meeting at MSC. Unless otherwise advised, the Board should plan to meet on March 9, 2011 10 a.m. to noon, at Spoons/Hospice.

The April 13, 2011 meeting is slated for MSC presentation of the preliminary results of the Economic Impact Study.

There being no further business, with thanks to all for staying late, the meeting was adjourned by Clark Atkinson at 12:10 p.m.

Horizon Drive District

By: _____
Chuck Keller, Secretary

Date: _____