

**DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, FEBRUARY 12, 2015  
437 Colorado Avenue  
7:30 A.M.**

PRESENT: Les Miller, Chair, Jason Farrington, Vice-Chair, Shane Allerheiligen, Marty Chazen, Jodi Coleman-Niernberg, Kirk Granum, PJ McGovern, Kevin Reimer, Stephan Schweissing

ABSENT:

STAFF: Harry Weiss, Aaron Hoffman, Vonda Bauer

GUESTS: Henry Metz, City Attorney John Shaver, Deputy Chief of PD Operations John Zen, and Police Commander Robert Russell

CALL TO ORDER:

Les called the meeting to order at 7:35 a.m.

APPROVAL OF MINUTES:

Jason made a motion to approve the minutes of the January 8, 2015 meeting; Shane seconded the motion; minutes were approved.

GJPD CALLS FOR SERVICE DOWNTOWN:

Harry said there was concern with the increase in police service calls on Main Street. Harry asked Chief Camper if the Police Department could provide some data and perspective for the board. Representing the Police Department was Deputy Chief of Operations John Zen and Commander Bob Russell.

John Zen stated that since the opening of Thunderstruck Valley, the calls for service have increased especially during the hours of 1:00 to 2:00 a.m. Zen said downtown is GJPD's number one problem area. Harry asked if they can characterize what kinds of calls they receive. Bob replied that most calls are for assaults and trespassing.

In response GJPD has made the following changes in the downtown area:

- Adjusted their shifts by 1 hour to have more manpower between the hours of 1:00 a.m. and 2:00 a.m.
- Police officers have been driving downtown more often throughout the evening since people tend to migrate from bar to bar. Having a visual presence is a preventative action.
- Worked with Xcel Energy and the Parks department to improve lighting in the downtown area, such as repair and maintenance of light poles in the breezeway from the garage to Main Street.
- Due to the amount of public urination citations, the Parks Department extended the public restroom hours until 3:00 a.m. on Thursday, Friday and Saturday.
- Officers stand across the street and line up at Thunderstruck Valley and Quincy's at closing time.
- Bike officers have been assigned to the downtown area to help patrol the parking garage, alleyways, and they will also conduct bar checks.

Bob Russell said during the school year college area incidents compete with Downtown for police resources, and balances the two is a challenge. Jodi asked if the Police Department has any input when businesses renew their liquor licenses. Bob replied that they do pull all the cases and give them to the City Attorney for review. John Shaver said that they have to find a balance in assessing the incident reports – we want the establishments to be proactive and contact the Police Department when there are incidents downtown and not subsequently penalize them for reporting. Harry asked John Zen who the main officer is that deals with over-service. John Zen replied that it is David Keatch but he has been reassigned from patrol duties to working in the CAP unit. David is now sharing responsibilities so Cory Tomps will be helping David with the liquor enforcements.

Jodi asked John Shaver if there are any requirements when an establishment wants to renew their liquor license to have their staff or management be required to take certain classes (examples: tip certified, recognizing signs of intoxication, know when to serve and not). John Shaver replied that their goal relative to enforcement is to change behavior but there are no requirements. Kevin stated that CSU, in Fort Collins, probably has 5 times more foot traffic than our downtown. He commented that if we had 5 more entertainment venues downtown, would it be a good thing or bad thing and certainly the service calls would increase? John Zen replied that if there were more venues downtown, staffing would become a problem and the Police Department would not be able to provide service to other areas within the city and would not be able to provide all the services that the downtown would require. He said the Police Department had a meeting with other bar owners last fall that had criticized them and asked why the PD spends a large presence downtown. Stephan asked if the PD deals with the same individual people, not bars, and how well do the establishments communicate with each other. Bob replied that a common pattern of disturbance occurs when 5 or 6 people group together and tensions rise, but the PD's presence in the downtown area helps impede disturbances from growing out of hand.

Shane said he would like to know what the BID or retail establishments can do to put pressure on establishments to help them understand the problems in the downtown area. He also asked if the BID could hire outside security. Bob Russell stated that the PD met with business owners to determine which establishments have video cameras in order to help solve crimes. The establishments were informed that communication is important and they should not hesitate to call the PD. Kirk suggested it would be helpful to circulate the non-emergency # to all businesses in the downtown area. Harry stated that security is one of the services authorized by the BID statute and that BIDS generally are restricted to only providing supplemental services and not to replace services that the city provides. The issue is determining what is considered supplement and what is not. PJ stated that the financial burden for security should be on the establishment, not the Police Department or the BID. John Shaver stated that Thunderstruck Valley was prosecuted and received a substantial fine and the problem has been brought to their attention with full force. Marty asked John Shaver if there was a change in behavior after Thunderstruck got shut down and what the punishment was. John Shaver replied that Thunderstruck paid a fine of \$1508.14 in lieu of the 2 day suspension and there had not been as many complaints since the enforcement action. John Zen stated that Cactus Canyon and Whiskey River were in isolated locations that did not produce spill-over to adjoining business, and therefore complaints could be taken care of more efficiently. The downtown area is not isolated so you have individuals walking around and that makes it harder to respond as efficiently.

There was discussion concerning staffing levels, at what level do establishments stop serving alcohol to customers, having an employee other than a bouncer on staff that could help intervene with individuals that have had too much to drink.

Les asked how the BID would like to proceed since this is an ongoing problem. Harry suggested that small actions like improving the lighting in the downtown area would help be a deterrent and also improve areas in the district that may feel unsafe. Harry stated that last quarter 30% of sales tax was generated from restaurants and bars so there is a big economic generator from these establishments. John Zen stated they are in the process of hiring 6 parks patrol officers. They plan to have 2 of the officers by next month and another 4 hired by the middle of May. Their priority is to have the officers in the downtown area between Whitman Park, Hawthorne Park, and Main Street downtown. Les thanked John and Bob for coming.

#### BID STAFFING STRATEGY:

Harry informed the board that Aaron is resigning in May. Harry and Aaron had previously discussed the possibility of outsourcing the general district advertising and marketing function of his position which would allow a redefinition of the position. Harry has conversed with Teri Cavanaugh of Cobb Marketing, about the possibility of contracting the advertising & marketing portion. Harry stated that currently the general advertising & marketing budget is approximately \$70,000-\$80,000. The Marketing and Advertising Director is continually working with advertising account representatives and the media. If this function was outsourced, it could be made more efficient by working with a company that is doing this type of work on a regular basis.

Harry asked for direction from the Board concerning this idea. Last fall Harry expressed concern for the lack of participation and engagement of BID businesses in the work of the BID. This offers the opportunity to consider reallocating the budget and redefining the position to more directly address this unmet need. To outsource the advertising management we would likely issue a request for qualifications rather than a request for proposals. The BID would look at the strengths and resources of different firms before making a decision. There was discussion concerning why the cost for marketing/advertising is \$70,000-80,000. PJ suggested that to be more efficient VCB could possibly place the ads. Kirk's concern was the VCB's marketing tends to leave out the downtown area; they market the Palisade area, the Colorado National Monument and biking in the Fruita area. Harry stated that he will consult with the VCB. Jodi said that she would like to see if there are any other firms in the downtown area besides Cobb that might be interested. Marty asked Harry how much is budgeted for labor and marketing/advertising expenses. Harry replied approximately \$90,000-\$100,000. Harry will get more details and talk with other firms besides Cobb Marketing and then prepare a proposal.

#### UPDATES:

Grand Junction Off-Road/DTGJ Art & Music Business Directory:

Harry stated that they are making good progress with the Grand Junction Off-Road in conjunction with the Art & Music Festival.

The 2015 Business Directory is in its final editing and will be completed by February 27, 2015 and available by March 1, 2015. The directory had a fairly substantial expansion due to the directory now including all floors of the businesses within the district.

ADJOURN: Kirk made a motion to adjourn; Kevin seconded; the board adjourned at 8:20 a.m.