

MINUTES
Downtown Development Authority
Board Meeting
Thursday, September 19, 2002
Reed Building, 350 Main Street

PRESENT: PJ McGovern, Bruce Bengel, Becky Brehmer, Harry Griff, Bruce Hill, Larry Botkin, Janet Terry, Pat Gormley, Scott Howard, Harold Stalf and Sue Schore.

ABSENT: Gregg Palmer and Doug Simons

CALL TO ORDER: The meeting was called to order by PJ McGovern at 7:35a.m.

APPROVAL OF MINUTES: Bruce Hill moved to approve the minutes of the September 5 and September 10 meetings, with second by Becky Brehmer. The minutes of the meetings were approved.

BY-LAWS: PJ has reviewed the by-laws and reported that they look clean except for the final page where there is new language specifically referring to the liability of board members. Harry explained that board members of non-profit agencies are pretty insulated but state statutes require that by-laws must include language that states if a board member is held personally liable the entity reserves its right to indemnify the board member. This language simply parallels what is found in the state statutes. PJ asked about D&L coverage and indicated that it should be looked into further and possibly increase the amount. Harold said that although the DDA Board did not have D&L coverage last year, it does now. After discussion Harry Griff moved that the by-laws be accepted as written and that they now go to Council for approval. Bruce Hill seconded the motion. All members present voted in favor of the motion.

HOLIDAY LIGHTS: In a call to Becky, Karen Hildebrandt, president of the DTA Board, indicated that the DTA does not have money to pay Curbcoco to install lights and decorations on the kiosks. A letter from Karen had also been forwarded to Doug Simons, asking for the DDA to take responsibility of paying for kiosk decorations this year. Discussion centered on looking for another company to install lights on the kiosks and also allowing Harold the flexibility of speaking with Joe Stevens of Parks and Recreation to determine the best schedule for installing and taking down the tree lights. Bruce Hill recommended making a donation of TIFF money to the Parks and Rec. Department for their services in decorating for the holiday season. Becky's concern is finding and working with someone who will take direction and use some creativity in order to install the lights in the right manner. Janet suggested that when Harold speaks with Joe about this, Kelly Arnold also be involved. Becky will contact Curbcoco for a quote for this year's installation and take down of kiosk lighting and decorations.

DDA / DTA MOU: Janet and Gregg worked with John Shaver on the initial draft of the MOU and John's recommendation was to draw up a less formal services agreement between the two agencies. Included in that agreement should be references to the newsletter and its mailing costs. A draft agreement was distributed, and the Board's major concern focused on Harold using ¼ of his time working with the DTA. Harold responded that the ¼ time was based on the parameters identified in the Main Street program.

RIVERSIDE BY-PASS: Jody Kliska and Kristin Winn presented information on the proposed by-pass and explained the various concerns dealing with the 5th Street connection. An open house will be held on November 20 to allow citizens time to share ideas and concerns; a final proposal will be submitted to Council at its December 4 meeting.

Events Center Committee's Request: A request for a donation of \$5,000 had been received from the Chamber's Events Center Committee to be used for a feasibility study. Two main questions arose: 1) Should the DDA make a contribution towards a project that might not end up in its district; and 2) If the Board should decide to make a contribution, where would the money come from? Could 203 funds be used for a study? If not, the timing of the expenditure is important, as funds would have to be allocated in the 2003 budget. Further discussion on this item was tabled until the October 3 meeting.

DIRECTOR'S REPORT:

- 1) Harold spoke about the Main Street Program, which was originally part of the National Trust for Historic Preservation, a program that assisted Grand Junction in 1981 in its original formation of the Downtown Development Authority. This program promotes a comprehensive approach to downtown revitalization and Harold is seeing it as a manner of fulfilling a primary need of restructuring between the DDA and the DTA. Promotion and economic resurrection of the downtown is the long-term goal. An initial letter stating intent to apply for the grant is due on October 4, with the deadline for final submittal being November 1, 2002. During discussions, Bruce Hill emphasized the necessity of extending the TIFF and the importance of not doing anything that might damage what the DDA has already done in regards to the TIFF. Questions arose concerning the funding of such a program. In his initial conversations with Harold, Kelly Arnold indicated that the City's matching funds could possibly come from the parking fund, but Board members were adamant that parking fund money not be used because of the promise members of the Board made to merchants a year ago stating that all revenues from the increased parking fees and fines for overtime parking would be used for additional parking or a parking structure and nothing else. Board members agreed that this is a huge political issue and nothing should be done to open the DDA up to further criticism of being another governmental entity taking money for one use and then diverting it to another. Harold responded that the DDA has a responsibility to manage funds and a higher responsibility to manage downtown. It is important to do the right job and it's important to provide structure for the downtown, which might eventually include the TIFF, the MOU and a BID. PJ relayed Doug's concerns stating that Bruce Hill had spent an inordinate amount of time this last year disassembling a loaded bureaucracy in this same office which is now talking of taking parking money to create the beginning of a new bureaucracy. Additional discussions regarding this program will take place at the next Board meeting.

Harold will present his proposal to the DTA board on Friday, September 20, but initial response from several of its officers is positive. Janet stressed that if this proposal is taken to Council for its support, it is imperative that Council see some concrete funding commitments from the merchants showing their support. Scott Howard added that the

DTA Board would be requesting donations of support from the merchants and business owners.

- 2) A copy of the draft 2003 budget was distributed showing the general expenditures for the non-personnel operating fund. Salaries and benefits were not included in Harold's projections.
- 3) Harold received a voice mail message from Dell Computers, which led him to believe that they are working to make arrangements for the return of the computers and would be in contact with him.
- 4) A representative of the Jaycees had recently approached Harold with a request to use a portion of the main floor and basement of the Reed Building for its haunted house, but Board members were emphatic in recommending refusal of the request. The Democratic Party has an executed lease agreement for the entire main floor and nothing should be done to jeopardize that relationship. PJ added that there are many safety issues that should be considered, as well. Bruce Hill moved, with Becky Brehmer seconding the motion, that the Board not allow the haunted house in the building. The motion passed unanimously.
- 5) The DDA received a bill from the City's Human Resources Division for \$3900 for second quarter unemployment benefits. If benefits are to be paid for the third quarter, they will amount to an additional \$2700.

There being no other business, Harry Griff moved that the meeting be adjourned. Second by Bruce Hill. The meeting was adjourned at 9:15 a.m.

Note: Attached on the next page is Harold's information that was outlined on the flip chart:
Main Street Program

Main Street Program

- 1) A comprehensive approach to downtown revitalization
 - Design
 - Organization
 - Promotion
 - Economic restructuring

- 2) Public / Private partnership with long-term goals
 - Bring together existing groups
 - Develop joint operating agreement
 - Target promotion / marketing
 - Extension of DDA TIFF
 - Formulate permanent funding source for promotion / events

THREE-YEAR BUDGET

<u>Annual Income</u>	<u>Source</u>
\$ 85,000	Parking fund
20,000	DTA dues
30,000	DDA
<u>15,000</u>	Contributions
\$150,000	

2003

<u>Expenditures</u>	<u>Purpose</u>
\$ 66,000	Salaries
17,500	Benefits / Expenses
50,000	Marketing / Promotion
5,000	Office Expenses
5,000	Travel Expenses
<u>2,500</u>	Main Street Fees
\$146,000	