

**Downtown Development Authority
Board Meeting
Tuesday, October 29, 2002
Reed Building, 350 Main Street**

PRESENT: Doug Simons, Bruce Benge, Becky Brehmer, Harry Griff, Bruce Hill, Larry Botkin, Gregg Palmer, Harold Stalf and Sue Schore.

ABSENT: Janet Terry, Pat Gormley and PJ McGovern

CALL TO ORDER: The meeting was called to order by Doug Simons at 3:35 p.m. with the advisement that this special meeting was called to discuss the application for the Main Street Program and the revised proposed budget relating to it.

MAIN STREET PROGRAM: Doug reported they had a good meeting with the DTA, that the DTA is fairly confident in its fund raising efforts as \$20,000 has been committed to-date, the general consensus was to try to preserve the parking fund as much as possible, and that representatives of the DTA Board would agree to approach City Council requesting money to support this program. Harold added that it would be necessary for the DDA to submit the application as a grantor/grantee relationship with the DTA because the DTA has not been able to locate information or proof of a 501(c)(3) designation nor an employer ID number for its organization. It will be vitally important for the DDA to finalize a MOU between itself and the DTA, as the MOU would clearly define the relationship between the two organizations. The DDA will be able to make application without being a direct part of the Main Street Program. Harry emphasized that he would be comfortable with this arrangement only so long as the DDA would have no liabilities associated with it. He said if the DDA is the signatory, it must make it clear that it grants the program to the DTA. There would be no actual liability for the DDA's part because no funds would be passing through, as in the case of an actual grant.

Doug added that he is comfortable committing the initial \$2500 to the program because it would not commit the DDA to anything further if for some reason the DTA and DDA should decide not to proceed with it. The application does not hold the DDA harmless, but this issue would be addressed in the MOU between the two entities. Questions arose as to which agency would take responsibility for hiring the Manager and which agency would be the "net" if the DTA were not able to put this all together. Harold emphasized that the Main Street Manager would report only to the DTA, not to the DDA, and that this is a structural program that would provide support to them in putting together a three-year promotional program for the DTA. It's this structured program that is important in putting value to the DTA and what it does. Doug added that even though the DTA has received commitment of funding from downtowners, if it cannot collect any of those funds, it would not be the responsibility of the DDA to assist them with that effort. The DTA will ask the City for money, but it's important for the DDA to be there to support them in their request.

Discussion then centered on the proposed budget with Doug and Harold leading discussion on the individual line items. Doug stressed that the DTA already has over \$20,000 in its pledge effort and suggested its fund could easily reach \$30,000 or more once folks understand what this program is all about. These pledges are per year for a three-year period. Questions arose

concerning the line item identified as “contribution,” requesting that it be changed to “dues,” emphasizing that the DTA still owes \$9500 for Stephanie’s 2002 salary and that amount should come directly off the top.

Doug informed the others that Janet had met with several members of the DTA and had suggested that they approach Council by asking for the \$75,000 to come from the parking fund. Doug, in talking with other Council members, felt that others aren’t as supportive of that demand. He said it’s important to present to City Council the argument that a good, solid downtown core is good for the entire community. Then they should let Council decide where the funds should come from. He believes there might be a blend of funding so as to lessen the impact on the parking fund.

Harry stated that it’s not important to assume where the money could come from, but it is important to be conscious of a political firestorm that could arise from businessmen on Horizon Drive, in the Mesa Mall or other areas. Both boards must be prepared to respond to possible criticism over this funding issue.

Bruce Hill noted that Council never looked at criticism for the increase in parking fees and fines as their problem; they indicated the problem was downtown’s. Bruce Bengé added, this time the DTA has signatures of commitment which they didn’t have before.

A recommendation had also been made by the DTA that all downtown supporters should be asked to sign letters of affirmation that they support the money/funding coming from the parking fund. General consensus was not to circulate those letters. The parking fund is doing far better than projected and it’s the consensus of the downtown people that this would be a worthwhile expenditure of that money. Doug emphasized that a list of talking points would be started and shared with both organizations for the presentation before Council. He will contact Janet before the meeting and discuss the DTA’s approach.

In regard to another issue involving the Main Street Program, Doug informed the Board that Harold recently learned that Barbara Creasman serves on the Main Street Board. Harold had spoken with Ms. Silverman and relayed his concern about having Barbara sit on the review committee for this application or serve as a future advisor to the DTA. He learned that her term would be up December 31, 2002. Harold suggested taking a proactive approach and nominating someone from this area to fill her position. Gregg responded that, if there is a concern, a letter to Ms. Silverman should be submitted after Grand Junction has been accepted into the program.

DIRECTOR’S REPORT: Doug Simons hand-delivered a letter to the Doo Zoo informing them that the lease agreement is not legal due to eight cited points. Harold received a call from John Nelson, a financial supporter of the Doo Zoo, and will meet with him next week.

John Shaver has amended the Museum’s lease which was written for the DDA’s rental of office space at the Whitman School. The T1 line has been installed, but the estimate for installing telephone lines and cabling was \$1100...\$600 more than previously budgeted.

Harold has received two requests for temporary use of the Reed Building: Tibetan monks are interested in using the building November 20 – 25 for their sand sculpture ritual, and Mike Shaffer of Cumulus broadcasting would like to have a Christmas tree and gifts adorning the front

window area during the month of December. The gifts would then be distributed to a needy family.

The buyers are considering the Historical Society's requirements regarding the easement for Reed building, but there is not a final contract ready for the Board's review at this time. It will soon be necessary to winterize the building and move out.

The action form requesting City Council's approval for free holiday parking is being submitted for Council's consideration at its upcoming meeting.

There being no other business, Larry Botkin moved that the meeting be adjourned. Gregg Palmer seconded the motion. The motion carried and the meeting was adjourned at 4:44 p.m.