

**Downtown Development Authority
Board Meeting
Thursday, October 16, 2003
Whitman School, 248 South 4th Street**

PRESENT: PJ McGovern, Karen Vogel, Becky Brehmer, Harry Griff, Larry Botkin, Scott Howard, Bruce Bengé, Steve Jennings, Barbara Salogga, Harold Stalf and Sue Schore.

ABSENT: Pat Gormley, Harry Butler and Doug Simons

PJ McGovern called the meeting to order at 7:34 a.m. Harry Griff moved that the minutes of the previous meeting be approved; second by Bruce Bengé. Passed

DOWNTOWN PARTNERSHIP QUARTERLY REPORT: Steve Jennings distributed copies of the quarterly financial report for the Downtown Partnership. He confirmed that the goal for merchant pledges had been attained, even though some of the original pledges are non - collectable, due to businesses closing and lower than expected revenues. However, additional pledges continue to be paid. The Car Show registrations totaled 236—over 100 more entrants than last year, and a sizeable contribution will be made to Hospice. The campaign for 2004 pledges has begun with pledge letters being mailed to downtown professionals. Harold added that the special events for the DTP have done extraordinarily well. Steve added that, in most part, merchants are happy about the Thursday evenings' activities. Barbara's goal for next year will be to have four blocks full each Farmers' Market Festival. Discussion of the financial report pointed out that the \$75,000 check from the City has been deposited into the DDA's account and \$50,000 will be transferred to the Partnership, with the retained funds being used to pay for web site development and Sue's salary.

Harry Griff moved to approve the report, with second by Bruce Bengé. John Shaver recommended that a footnote be added to areas which need additional explanation. The motion, with John's addition, was approved.

MARKETING DIRECTOR'S REPORT: Barbara distributed the latest membership brochure which will soon be mailed to prospective members. This will be the beginning of a membership development campaign. She explained the Downtown Club, a spin off from the original idea of Friends of Downtown. This appeal for membership will be mailed to select groups of individuals and the level of support will range from \$35 to \$500 per year, with varying benefits for the different levels.

Erin Vega has started as the new part-time marketing assistant, and Joel Watson, intern from Mesa State College, is in the process of creating the static member pages on the web site.

DDA RETREAT: PJ recommended that an informal workshop should be held after work as the means for a strategic planning session. Scott Howard will check on the banquet room at Redlands Dos Hombres. This workshop will begin at 5:00 p.m. on Thursday, November 20. Discussion centered on who else might be asked to attend and it was decided that Barbara Salogga would be an appropriate person to participate, and Harold will call to determine if Tim Sarmo would be willing to act as facilitator for the meeting. The purpose of this retreat will be to

examine the long-term focus on various projects, as well as the TIF and BID. Harold will draft an agenda for this meeting.

DIRECTOR'S REPORT: Harold distributed brochures for the upcoming Economic Development Forum to be held on October 30. A strong partnership is being developed between the Incubator and Grand Junction Economic Partnership. A question that remains concerning economic development is, "Is manufacturing the direction we want to go?" He added that it would be good to have Ann Driggers and Thea Chase present to talk with the Board regarding this issue.

The proposed 2004/2005 budgets have been taken to City Council for review and the budgets have been well received. Ron Lappi stated that this is the first time the DDA's budgets and the City's numbers for the DDA have matched. This is a great accomplishment! According to Harold, the most confusing part of projecting the budget numbers is the interest accruing from the TIF. The issue of a \$3 million bond has been raised and Ron Lappi is trying to get a private placement.

NEW BUSINESS: PJ reported that the Catholic Outreach is in the process of conducting a \$1.5 million campaign to refurbish the old City Market Warehouse. This should be of interest to the DDA because of adjoining properties. The warehouse project needs money in order to make it into a one-center service center for all that they do. He suggested that it might be good to view their promotional materials. Harold added that representatives of the Catholic Outreach were present at the September Downtowner meeting and many of the DTA members have already seen this presentation.

PJ conveyed that he had received concerns regarding the recent Oktoberfest and the lack of quality displayed in the vendors' booths. He asked whether the DDA should try to influence what's done at future events such as this, or if the DDA even wants to continue hosting this event downtown. Harold added that Mike Moran of KKCO is taking over the coordination of the Oktoberfest and has expressed his desire to upgrade the standards. Bruce Benge stressed that the merchants want to keep this activity downtown as it usually becomes the best retail shopping day for any of the events. Harry Griff emphasized that the Board must remember the community make up, and if an event serves the over-all community, the Board should support it. One area of concern which must be addressed is the need for better control of the drinking area.

Karen Vogel expressed concern that the decision had been made that no free parking would be provided for holiday shoppers during the holiday season. Even though complaints had been received that employees were taking up most of the free parking, most shoppers wouldn't know who was parking where. Harry stated that officials from both the City and County had expressed concern that again, due to employees using the free parking spots, no parking was available for customers. Harold has received numerous complaints from Ron Mack at the Trophy Case about abuse of parking on 4th Street, north of Main. Harold's response has been that the signage in this area needs to be changed to 1-hour free parking, rather than 2-hour. Scott Howard added that the meter plan / free parking plan needs to be reversed. He believes meters should be in place on Main Street with free parking elsewhere.

At 8:31 Bruce Benge moved to adjourn to executive session for the purpose of discussing real estate. Second by Scott Howard. Passed. The meeting moved into executive session.

