

**Downtown Development Authority  
Board Meeting  
Thursday, February 5, 2004  
Whitman School, 248 South 4th Street**

**PRESENT:** Harry Griff, Doug Simons, Scott Howard, Harry Butler, Bruce Bengé, Pat Gormley, Dave Varley, Karen Hildebrandt, Harold Stalf and Sue Schore

**ABSENT:** PJ McGovern, Larry Botkin, PJ McGovern, Karen Vogel and Becky Brehmer

Harry Griff called the meeting to order at 7:36 a.m. Doug Simons moved to approve the minutes of the joint DDA / DTA January 22 meeting, with second by Bruce Bengé. Passed.

**2003 FINANCIAL REPORT:** Harold provided a general recap of the 2003 DDA fund balance for the 103 and 203 funds and the projected budgets for 2004. The 203 fund shows a current balance of \$3,000,962 with the \$1.7 million appropriation for 2004. Harold stated the 2004 103 budget is very tight and shows a surplus of only \$2850. He currently has a surplus of \$48,000 from 2003 and would like to carry this forward to retain as part of a 20% reserve. He reminded the Board that the rent for the Doo Zoo would increase to \$400 per month in April.

Harry Griff extended appreciation to Harold on his hard and watchful eyes in controlling the expenditures so carefully.

**ART ON THE CORNER KIOSK:** Bruce Bengé recently met with Harold and Jovani to review the drawings of the proposed kiosk, which they are recommending be constructed and installed at 5<sup>th</sup> and Main. Drawings of the kiosk were distributed. This kiosk will hold the AOTC brochures for self-guided tours and a donation box. The estimated cost for construction is \$1451, with additional costs for the signage and lighting. Harold identified this as a capital expenditure for the DDA rather than coming from the ATOC 103 fund. Bruce added that the total cost is unknown but should be in the range of \$3,000. They hope for early May installation. Dave Varley recommended that someone from the DDA write a letter to City Council informing them of this project so they would be aware of its purpose and proposed location. Harold said the artistic meters have been very popular and additional meters might be created and installed at a later date.

**MAIN STREET WI/FI SECURITY:** Harold reported that, in a recent meeting with the DDA's web designer John Bundy, the discussion arose on the desire to have a repeater on each end of Main Street which would allow anyone with a laptop or palm pilot to connect to the internet. This would also allow cameras to be set up which, when attached to the web, would show live shots of downtown. A series of cameras on each block would also act as part of the security for the AOTC sculptures. The first camera could be installed at 4<sup>th</sup> and Main for a cost of \$3,000 - \$3,500. Harold will meet with representatives from Brainstorm Internet next week to discuss specifics, but he hopes to have estimates available for the AOTC security cameras at the next board meeting.

Doug responded that this is a very progressive idea, while Harry Griff said cameras up and down Main Street bother him a bit, if they're used solely for providing live pictures on the web site. If the cameras are to be used for security for the art, that's a better idea. Doug stated that Enstrom's regularly has cameras viewing the parking lots, primarily for security for their employees and their vehicles. However, it would be beneficial to get approval from Council for these Main Street cameras. He then moved to approve up to \$5,000 to be spent getting this system up and running. After discussion he amended his motion to read, approval for expenditures up to \$3,500 for internet access on Main Street. Bruce Bengé seconded the amended motion. Approved. Harry Griff added that one camera at 4<sup>th</sup> & Main would be capable of showing the downtown event activity such as the Art and Jazz Festival.

**MAIN STREET BANNER COSTS:** The cost of flying a banner on Main Street has traditionally been \$25 for a 30-day period, but was changed to \$100 for 2004. After receiving a number of complaints, Harold communicated frustrations at the increased costs; the banner permit has now been amended to \$50 this year and will increase to \$75 in 2005. The policy in place is through Community Development for the permitting, with Parks Dept. installing and de-installing the banners. Dave added that the purpose of the increase was to cover the costs of installation and also to force rotation of the banners rather than keeping them in place for a long period of time. Doug recommended that banners be restricted to non-profit organizations only. Harold and Dave Varley will work together on this new policy.

**UPCOMING EVENTS:** Harry Griff wants the Board to be aware of another benefit concert in February featuring Cindy Williams and benefiting the Avalon and the Catholic Soup Kitchen. Cumulus has come forward saying, if \$2500 of advertising was bought from them, they would turn around and donate that same amount to the Avalon. Cole & Co. has been a tremendous supporter of Downtown, has donated \$10,000 to the Avalon and will continue with sponsorships to the various concerts and downtown events such as the Art and Jazz. One again, some of the Main Street restaurants plus the Blue Moon will honor the concertgoers with a discount on their meals.

Harold Stalf mentioned the new hearing-impaired system that was put into the Avalon will be partially funded by Cumulus and some of the proceeds from the King 'n Trio concert, a donation from the Rotary Club matching the amount from the Lions club. Cinema at the Avalon had a rough December because of being "bumped" on a number of occasions and also because of the severe cold temperatures. However, it's taken an upturn this last month. Gretchen will come to provide a more complete report in March. Harry Butler asked why there couldn't be some free movies for kids, as there used to be years ago. Harold replied that some of this is starting in Denver and he will be able to learn what movies are being shown there, then the Avalon could piggyback on what they're showing. The senior matinee series will start soon, but the Board feels strongly the need to get their feet established firmly on the ground and then perhaps begin another new venture in the summer.

Dave Varley spoke about the annual volunteer luncheon which was recently sponsored by the City Council and where Council distributed appreciation gifts to the various boards.

Unfortunately, none of the DDA board members were in attendance this year. The annual City Council / DDA Board lunch meeting will be March 1<sup>st</sup> at Two Rivers.

The date of the DTA's annual dinner meeting has been rescheduled to April 23 at the Two Rivers Convention Center. Scott Howard and Bruce Bengel will work with Harold on identifying the awards and recipients for those awards. Harold encouraged everyone to think about this and pass on their recommendations.

The Chamber of Commerce has promoted a neighborhood coffee to be held the morning of February 18 at the Hampton Inn. Unfortunately, this is the meeting time for the DTA Board and John Shaver is scheduled to be at this meeting to speak about the BID. For that reason, most of the Board members will not be able to attend. Doug and Bruce both emphasized that better communications needed to take place so this won't happen again. It might be good to have one or two persons from these boards to be liaisons to the Chamber in order to open up communication. Harry added that the Chamber has lots of different interest groups, as does the VCB. He stated that we need to be better connected with the handful of organizations that are working to promote Mesa County, but must also recognize that they are not necessarily cheerleaders for Downtown. Harold will focus on this and work toward that goal.

Discussion then focused on the TIF and BID committees and the involvement of the DDA Board members in working with the DTA Board. Harold reminded the Board that there will be a lot of work in the foreground and the necessity of the DDA working closely with the DTA towards the BID. Members of the committee are encouraged to attend the DTA Board meeting on February 18.

Doug asked Pat Gormley to think of property or business owners in the downtown area who might be a part of this committee. He believes it's necessary to put together a list of such owners; the more involvement there is, the better the understanding will be.

Bruce Bengel moved that the meeting be adjourned.