

**Development Authority
Board Meeting
Thursday, April 22, 2004
Whitman School, 248 South 4th Street**

PRESENT: Harry Griff, Doug Simons, Scott Howard, Becky Brehmer, Bruce Benge, Karen Vogel, Dave Varley, John Shaver, Harold Stalf and Sue Schore.

ABSENT: Harry Butler

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

APPROVAL OF MINUTES: Doug Simons moved, with second by Karen Vogel, to approve the minutes of the March 18 and April 1 meetings. By general consensus the minutes were approved.

EXECUTIVE SESSION: Scott Howard moved, with second by Doug Simons, to move into executive session for the purpose of discussing real estate. The motion was approved and the Board entered executive session at 7:37 a.m.

The Board reconvened to open session at 8:40 a.m. Harry Griff stated for the record that nothing outside of what was identified previously was discussed during the executive session. Joining the meeting at this time were PJ McGovern and Diana Frankland, Marketing Director for the Downtown Partnership.

TIF UPDATE: PJ McGovern distributed a schedule of a TIF timeline, which he and Harold had established, and briefly described its details. He stated the important date as May 10 when the DDA is scheduled to lobby the Mesa County Board of Commissioners. He suspects that the Commissioners might want to negotiate the terms of the money, especially since the library is still looking for monetary contributions for its new building. Doug recommended that the City of Grand Junction be contacted first to establish how the DDA stands with the City before going out to lobby other entities. Harold explained that City staff has already recommended removing the TIF tax; they hope to retain a piece of this money to reimburse Parks for the work they do downtown. Harold believes the library is the lynch pin to this. The library will want to know what the DDA will do to support them, anticipating that the City and County will each contribute \$500,000. He feels the city staff may recommend the discontinuance of the \$135,000 sales tax funding to the DDA. He described the five zones that are included in the TIF funding, stating that one of the zones that had been unproductive was reaching a point where sales tax revenues are now beginning to be realized. Harry recommended forming a committee to begin visiting with the various entities involved in this TIF funding program. He then asked what the status of the DTA is with the BID. Harold said the first thing coming before the Board is John Shaver's draft ordinance that is due soon. Harry reminded the group of the importance of the ordinance because it will expand the ways in which the DDA can spend money and emphasized that John should draft the ordinance according to the DDA's specifications. Harold informed the Board that Brad Siegel, the premier consultant on BIDs, will be here on May 3 to meet with the DTA committee. An intern from MSC will be working on the database this summer and will be funded by the Downtown Partnership. He distributed a copy of an alternative BID program based on sales tax payments. There are currently 175 sales tax licenses for the City in the downtown area. He stated that, if this formula were adopted, the DTA would also have to look to professional services and banks for additional financial support. This would raise approximately \$120,000 year, plus what the banks would contribute. He added that property owners are not included in this program and there could also be a hybrid created. Harry stated that the DDA needs to anticipate that, when speaking with people about the TIF, questions about the BID will arise. Therefore, the DDA Board

must be well informed. He reminded everyone that the marketing component for downtown will be assumed under the BID and that the two entities (DTA and DDA) will join as one. Dues and donations may still be part of the overall agenda.

PJ emphasized the focus must remain on the TIF agenda. The DDA cannot say more or it will confuse the issue; we cannot risk \$10,000,000 TIF for the DTA's \$100,000 a year. Doug said the TIF is the first thing that must be achieved in order for the BID to have hopes of being successful.

PJ reiterated the importance of developing a strategy on how this will be presented to the community – service club presentations, media coverage, etc. Doug added that a listing of achievements over the last 20 years should always be included in any presentation.

OTHER: Harold said the local Historical Society is presenting an award recognizing the work on the Reed Building and this award will be presented at the May 19 City Council meeting.

There are two positions coming open on the DDA Board and PJ suggested that the Board contact individuals who might be interested in serving on this board because not many resumes have been received at this time. The closing deadline at the City Clerk's office is April 30.

Retreat Goals – PJ said the Board has covered a number of the goals that were identified at the retreat, but it needs to start working on ancillary things that were also outlined.

Parking Structure - Harold recently met with Dave Varley and Ron Lappi and they assigned him the task of getting 100 commitments for monthly parking leases. It appears that the City is being very conservative on this issue. They had originally talked about long-term leasing for \$30/month, but he has learned that other businesses have increased their fees to anywhere from \$42 - \$50/month. Harry said that the City needs to put together its business plan and determine if they want long or short-term parking. Doug emphasized that he does not want the City to have total control of this plan; the DDA needs this project and should have some input and control. Karen explained that Home Loan does not charge its employees for parking; neither does Alpine Bank, but they do charge tenants. Doug recommended having a special workshop to detail this. He added the importance of stating, "We're not asking for permission for this project; we're asking for your advice on how to present this." Karen emphasized the need to have a plan. The DDA must show that X number of businesses will buy X number of spaces. Harry said all we can do is show that the demand is there. Harold said Dave Varley and Ron Lappi had other questions about parking, meters downtown and the parking fund. He reminded them that the study of the Reed Building shows that when the building opens in the fall, the demand will call for an additional 158 spaces each day.

Diana Frankland briefly described the DTA's desire to have signs in place showing more shopping on Colorado and Rood. Additional information will be forthcoming.

There being no other business, the meeting was adjourn at 9:18 a.m.