

**MINUTES**  
**GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY**  
**BOARD MEETING**  
**August 5, 2004, 7:30 a.m.**  
**Whitman School**

**Present:** Harry Griff, Harold Stalf, John Shaver, PJ McGovern, David Varley, Scott Howard, Becky Brehmer, Karen Vogel, Doug Simons, Bill Wagner, Belinda Doss, Sam Szymanski

**Absent:** Harry Butler, Michael Mast

**Call to Order:** 7:40 a.m. Harry Griff called meeting to order

**Approval of Minutes:** Motion to approve minutes. Minutes approved

Sam Szymanski introduced herself to the Board. She is the City's new Communications & Community Relations Coordinator.

**Executive Session:** Harry Griff moved to move into Executive Session. Motion was approved and the Board adjourned into Executive Session at 7:45 a.m.

**New Business:** 8:15 a.m.

***TIF/BID Updates***

**TIF Resolution:** 8:15 a.m. Harry Griff opened discussion regarding August 4, 2004 City Council meeting and the TIF Resolution. The City Council is very supportive of the DDA and TIF.

Council thanked the DDA Board for getting support from other governmental bodies, ie, library, School District and County. Board briefly discussed getting support from other agencies such as Chamber of Commerce, Kiwanis, GJEP, Rotary and The Lions Club.

Board briefly discussed TIF Election issues and reaffirmed its preference for a mail-in ballot, as well as putting together information concerning TIF questions and answers and putting together a focus group dedicated to getting TIF information out to the public.

**BID Business Database**  
**Presented by Rose Romero**

Rose presented the Board with property owner and tenant spreadsheets compiled from data she collected directly from property owners in the downtown area. With the collected data, Rose created a database crucial for the TIF/BID process.

Explanation of the spreadsheets elicited questions from the Board regarding votes. If a property owner owns more than one parcel downtown, is that property owner entitled to more than one vote?

Property owners generally were very receptive to the information gathering process. Six property owners refused to answer questions. All six are listed in the database.

The Board thanked and congratulated Rose on a job well done.

### **BID Strategies, Budget Presented by Brunella Gualerzi**

Brunella met with Brad Segal Consultant, regarding putting together a BID process. It is Brunella's opinion that the DDA should hire Mr. Segal and use his knowledge concerning the BID process, especially for the election portion. The TIF and BID should not be done together.

The cost for Mr. Segal services is dependant on how much of the BID process he creates and puts in place. The cost potentially could range from \$10,000.00 to \$32,000.00.

Dan Wilson, has been hired as legal council.

The Database Rose Romero created for the TIF will also be helpful in the BID process. A BID committee should be created for structuring the BID process. Brunella suggested the committee meet every Tuesday starting August 17<sup>th</sup>.

The BID Election could be in April or November of 2005. John Shaver, City Attorney and Dan Wilson continue to discuss whether the BID will be adopted by election or petition.

### ***Downtown Partnership***

### **Mid Year Financials Presented by Mike Bell**

2004 budget key revision areas include an increase in personnel salaries/benefits (DDA personnel were paid by DTA), increase in budget for special events like the Farmers Market and the Art/Jazz Festival.

Sponsorship money and vendor fees cover the budget increase for special events. The Farmers Market is doing very well. Special Events were budgeted at \$40,000.00 and to date have already collected over \$60,000.00. Vendor fee increases will be considered for 2005, as well as promotion of a season pass replacing weekly passes.

Fund raising is not where it should be due to non-collection of pledges (people committing and not paying), and behind in pledge billing. This will be addressed immediately.

Of the \$50,000.00 budgeted for Advertising and Promotion, \$18,000.00 has been spent to date. Diana is adept at getting free advertising and this has resulted in significant savings to the Partnership.

\$20,000.00 budgeted for BID in 2005. To date \$2,000.00 has been spent.

2004 and 2005 in deficit, closer to \$8,000.00 instead of \$26,000.00.

DTA is hiring an Administrative Assistant to begin in mid-August.

### **Holiday Parking**

The DTA has suggested that parking should be free over the holidays throughout downtown. It is too confusing when only certain downtown areas allow free parking. This issue should go back to the DTA for further consideration.

### **Farmer's Market Safety Issues**

There are (dangerous) problems with pedestrians walking into traffic off of Main Street onto 4<sup>th</sup> and 5<sup>th</sup> Streets during the Farmer's Market. David Varley will put together a meeting with the Police Department and Public Works to avert a potentially deadly situation. Some suggestions included flashing yellow lights, Special Event signs and message boards.

### **Outdoor Dining Rental Fee's**

Restaurant owners are already paying a \$10.00 per seat fee. It was moved by Doug Simons with second by Scott Howard that the lease rate would be \$1.00 per foot. Passes unanimously. John will check to determine whether the City or DDA receives the funds.

### **Adjournment**

Harry Griff motioned to adjourn. Adjournment approved unanimously at 9:10 a.m.