

MINUTES
GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD MEETING
August 19, 2004, 7:30 a.m.
Whitman School

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

Absent: Becky Brehmer, Harry Butler

Call to Order: 7:43 a.m. Harry Griff called meeting to order 7:43 am

Approval of Minutes: Harry Griff moves to approve Minutes at the September 2nd Board meeting. Approved unanimously.

New Business:

TIF Update

Public outreach should start in September. Ways to reach the public include downtown meetings in September and October, the late October Grand Junction Economic Partnership meeting, meetings with the Chamber of Commerce in September, mention in the DTA September newsletter, service clubs such as Rotary, the Lions club and Kawanis. Media outlets include The Daily Sentinel (editorial in mid September) and the electronic media – radio and television – which Harold Stalf has not approached yet.

Bill Wagner's suggestion of enhancement of the evening downtown meetings instead of neighborhood coffee and/or breakfast meetings to discuss TIF was met with Board agreement. Expend less energy surrounding TIF and adopt a more aggressive campaign for the BID process.

Harry Griff suggested getting a newsletter out by October and asked John Shaver if there would be any legal ramifications surrounding the discussion of TIF. When advocating the TIF, John Shaver suggested following the Fair Campaign Practices Act regarding the expenditure of public funds.

Mesa County okayed the November elections at the August 18th City Council Meeting. A detailed schedule will be coming. The issue of property owners owning more than one parcel and how many votes they are entitled to is still unclear.

BID Update

For purposes of organizing and getting the BID process started, Brunella Gualerzi and committee meet every Tuesday morning at 7:30. The first meeting was held August 17th.

Holiday Parking

Presented by Sharme' Perucchini.

An effective marketing tool for downtown during the holiday season is free parking for shopping patrons. Too much confusion surrounds the two-hour limit for free parking on Main Street. She recommended not having time restrictions. To avoid abuses by the employee's notify them in advance that free parking applies to customers only. From a marketing standpoint, full parking spaces gives the appearance of a thriving and busy shopping season.

Doug Simons motions to send a letter to the City Council for free parking downtown during the holiday season. Second by Karen Vogel, all in favor.

Harry Griff moved to adjourn to executive session. The motion was approved and the Board adjourned into executive session at 8:15 a.m.

Reconvened at 9:15 a.m. from Executive Session.

Motion to authorize the Executive Director to execute a contract for purchase of property located at 441 Rood and 130 North 4th streets. Motion by Karen Vogel, Second by Bill Wagner. Approved unanimously, P.J. McGovern abstained.

Motion by Bill Wagner to authorize ED to enter lease extension with J/V Entertainment. Failed to garner a Second. Doug Simons Motioned to not enter into negotiations with J/V Entertainment for a lease of property under contract to the DDA. Second by Karen Vogel. Approved by 4 to 2 vote. Doug Simons, Karen Vogel, P.J. McGovern, Harry Griff – Aye. Bill Wagner, Scott Howard – Ney.

Meeting adjourned at 9:35 a.m.