

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD WORKSHOP MINUTES

7:30 a.m.

November 4, 2004
248 S. 4th Street
Grand Junction, CO

PRESENT: Karen Vogel, Harry Griff, Harold Stalf, John Shaver, Scott Howard, PJ McGovern, Becky Brehmer, Harry Butler, Pat Gormley, Mike Mast, Doug Simons, Bill Wagner

ABSENT:

CALL TO ORDER: Harry called the meeting to order at 7:35 a.m.

APPROVAL OF MINUTES: Harold forgot to send the minutes to the Board so the approval will be moved to the next meeting. John Shaver introduced Donna Ross who will be sitting in for him today. Harry made a motion to move into executive session.

EXECUTIVE SESSION-REAL ESTATE: For the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations and/or instructing negotiators under 24-6-402(4) (e) C.R.S. for the review of real estate appraisal(s) and

To discuss the purchase or acquisition of real property or other property interests under 24-6-402(4)(a) C.R.S.

EXECUTIVE DIRECTOR REPORT: The tape malfunctioned when the meeting was brought back into session. Later Diane joined to take minutes

The Board retreat will be rescheduled for Monday, November 8th at 5:00 p.m. at Dos Hombres. Harold will check with PJ to see if that will work for everyone. The regular Board meeting will still be on the 18th of November.

Harold stated that we still need someone to go on the Chamber trip next Friday and Saturday. Harry will be in court that Friday so he is unable to attend. Anyone who would like to go should get in touch with Harold as soon as possible.

BID Consultants, Brad Segal and Anna Jones joined the meeting along with DTA Board members Karen Hildebrandt, Mike Bell, Lenee Grisier and Brunella Guarelzi. Brad congratulated the DDA on the TIF election held last Tuesday. Brad then explained that to form a BID there are three steps: 1) A petition needs to be circulated to and approved by property owners, 2) The City Council needs to approve the BID and 3) A vote would then be held in November. The petition is weighted, but the election is one entity, one vote. Brad and Anna will be here during January and February working with business owners to develop a business plan, boundaries and a work program. The primary objective is to continue marketing and special events but there are other options, however, we will have to be careful to not duplicate DDA functions. The other goal is to establish the assessment structure. In Arvada they used square footage and different zones to determine liability. The issue of governance will also need to be addressed. Brad reminded everyone that the Bid is a source of money to flow to the DTA and/or DDA. We would need to make a recommendation of how it is all tied together. Brad and Anna will then make a recommendation as to whether the DTA/DDA should move forward or not. Harry thought the BID committee had decided to make us one organization and that the money would go directly to the DDA with an advisory committee. Brunella stated that it was discussed that the structure would tie the two entities together. Harry wanted to know if we have to have two separate entities. Brad said it could be either/or. The City Council would decide who would be on the BID Board. Brunella said we want to work together, but the details have not been worked out. Brad urged that we want maximum accountability without creating a bureaucracy we

don't need. Pat Gormley inquired if this source of funding requires an independent audit or does the City have that responsibility. Brad replied that the BID is a subdivision of the state or a sort of quasi-governmental entity and that it is not a part of the City. Brad emphasized that we need to start the petition in March. Brad stated that the DDA's purpose is the development of downtown and the BID is primarily for marketing downtown. Harry asked if we need to go to the City and ask for one more year of funding or will the BID eliminate that need. Brad assured him that the money would be available in January of 2006. Depending on the financing mechanism, we may have to temporarily borrow funds from a bank until the money is collected. Brad pointed out that Arvada has two forms of city participation. One is the base level of services performed by the City and a cash match from the City. Harry explained that we have a memo of understanding with the City and so far we have not had any problems. Harold stated that every year he writes a report of city services. He also pointed out that it is unique that downtown is considered to be a city park. Brad noted that the DTA said they are interested in providing other services besides marketing. Brad and Anna will be meeting with several property owners during the day and then there will be a debriefing at 2:00p.m.at Il Bistro.

DIRECTOR'S REPORT – Harold distributed the 3rd quarter city sales tax report. Harold explained that this report shows the sales tax collected with grocery stores and auto repair and gas station information removed. After dividing the total gross sales by the number of businesses downtown, sales have increased by an average of 17.6% per business. Harold pointed out that the stronger businesses stay and weaker ones are filtered out. Scott noted that small specialty businesses aren't doing very well. Harold replied that the "other" category includes a lot of unique businesses. He warned that eventually we could possibly see just restaurants and offices in the downtown area. He also mentioned that housing is not economically viable. The question is, "What can we do to stabilize downtown?"

ADJOURN