

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY

BOARD MINUTES

March 3, 2005

248 S. 4th Street, Grand Junction, CO

7:30 a.m.

PRESENT: Karen Vogel, Harry Griff, Harold Stalf, John Shaver, Scott Howard, Becky Brehmer, Harry Butler, Doug Simons, Bill Wagner, Dave Varley

ABSENT: Pat Gormley, Mike Mast

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

APPROVAL OF MINUTES: Regarding the Jan 20 minutes, Harry noted that the surplus in the budget is a cumulative surplus not year end. With that correction so noted, a motion was made by Karen with second by Doug to approve the Jan. 20 minutes. Motion passed. A motion was then made by Bill to approve the Feb 17 minutes; Harry Butler second. Motion passed.

EXECUTIVE DIRECTOR REPORT: Harold has been dealing with news rack issues. He is currently surveying weekly and monthly free publications. John Shaver and Donna Ross have been working with him. Installation will be delayed until May 15 due to delivery issues.

The M.O.U. between the DDA and the DTA was approved yesterday by the DTA board. Harold reported that DTA staff has been hired. Doug Varley stated that he would like to meet with Leigh regarding marketing for "Ride the Rockies". Harold gave thanks to Deb Kovalik and Barb Bowman of the VCB for bringing this event to Downtown Grand Junction.

An Avalon focus group developed by Kelly Arnold, City manager, and a Mesa State College professor will do a study of cash flow of the Avalon and recommend changes in management and operations. The steering committee would like to meet with various boards regarding the future of the Avalon. The DDA would be willing to meet on April 16 from noon to 2:00 p.m.

The two BID focus groups held this week were very well attended according to Karen. There were issues discussed included the raising of the "off Main" contribution to 75% of the "Main Street" rate and the vendor fee. The BID will have the ability to collect the vendor fee, but it will be hard to enforce. There is a possibility of the vendor fee being voluntary. There was also reference to a sales tax or a vendor license fee. The consultants have met with the County and the County Administrator will meet with Monika Todd, County Treasurer. Bruce Hill, Grand Junction Mayor, met with the BID committee and the petition, if successful, will go to Council in July.

Harold has put together a plan for the DDA offices to take over the downstairs classroom of the Whitman Building. The classroom will house an office and a conference room and we will remodel the kitchen area. This offer needs to go to the Museum board. Harold projects we will spend up to \$10,000 of TIF money for this remodel. In exchange we hope to have a 3 year lease at the same rate we are paying now. Doug made a motion to approve; Becky second. Motion passed. Harold will meet with Mike Perry.

The 2004 Holiday City sales tax report shows grocery stores are down (Sundrop Grocery closure) and drinking establishments were down (Cheers closure). Overall the figures show an increase in revenue of nearly 15% over last year on a per business basis. Harold emphasized that people are coming Downtown, and the feeling is that Downtown is doing well.

Harold introduced Leigh Ashman, the DTA's new marketing coordinator. Leigh will be coordinating the Art Hop this month. Harold stated that he is optimistic that we will have a good year once staff is in place.

The DDA board will meet with Dan Burden at noon today. We will then begin the process of determining issues to be dealt with for planning 7th Street. This Saturday is a "community design" planning day. Harold would like as many DDA Board members as possible to be there. The main design meeting will be from 1-4:00 p.m. on Saturday at Enstrom's.

Jovan Paprocki gave an update on the budget for Quilter's Corner. He reported that he is on track and expects the project to be completed by March 15. Harold stated that to replace the roof will take \$23,000 of TIF money. He asked that the Board consider whether we should do that or not. Doug stated that it seems to be a good investment. Bill made a motion to replace the roof and Doug seconded. Motion passed.

There being no other old or new business, a motion was made by Karen to move into executive session; Scott second; motion passed. The Board moved into executive session at 8:30 a.m.

The meeting was adjourned at 9:15 a.m.