

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY

BOARD MINUTES

April 21, 2005

248 S. 4th Street, Grand Junction, CO

7:30 a.m.

PRESENT: Karen Vogel, Harry Griff, Scott Howard, PJ McGovern, Becky Brehmer, Harry Butler, Mike Mast, Harold Stalf, John Shaver

ABSENT: Bill Wagner, Doug Simons

CALL TO ORDER: Harry G. called the meeting to order at 7:33 a.m.

APPROVAL OF MINUTES: Harry asked for a motion to approve the minutes from the last meeting. Scott made the motion; Mike seconded; motion passed. Then he asked for a motion to move into executive session. Karen made a motion to move into executive session; Harry B. seconded; so moved

EXECUTIVE SESSION-REAL ESTATE:

The board reconvened into regular session and welcomed Mike Bell and LeAnne Ingwersen of the DTA to the meeting.

The DDA would like to honor Becky Brehmer, Harry Butler and Bruce Bengel for their service with a framed historic photo of downtown Grand Junction.

EXECUTIVE DIRECTOR REPORT:

1st QUARTER DP BUDGET REPORT – Mike Bell distributed the revised DTA budget for 2005. The expenses for special events are increased due to the Ride the Rockies and Gold Wing Tour visits as well as the Art Hop insurance. The BID budget has been increased to \$40,000. There are additional expenses that appear to be from legal fees and extended talks with the consultants. Harry G. emphasized the need to watch and control those costs. The BID petition documents are ready to copy and distribute. PJ noted that this budget doesn't balance. Harold stated that he printed out the wrong version of the budget and that there should be an adjusted advertising and promotion budget of \$40,000 instead of \$50,000 leaving the 3-year Partnership budget in balance. Special event income has been increased to \$125,000. Hope to receive additional revenues from the Farmers Market in the form of increased booth fees and increased Pepsi sponsorship. Karen asked if the increased \$25,000 in event revenue was strictly from the Farmer's Market. Mike replied that the Car Show should show an increase, and the Art & Jazz Festival will once again sell beer and wine. Karen asked if the DTA has a plan for cutting expenses if the revenues do not come in. We may need to cut more of the advertising budget, however, dues and pledges collections are being looked at and we will have a \$15,000 grant from the DDA to cover Diane's salary. Traditionally, most dues are collected in December, but with the BID we may not collect those funds. The DTA's 3-year fundraising efforts are essential to the budget this year.

FARMER'S MARKET UPDATE – LeAnne stated that the Farmer's Market is going through a lot of changes that are positive. This year we will be contacting farmers directly instead of through Wendell Walcher's coalition. Last year we received \$1,450 from farmers and this year we should see around \$5,000-\$6,000. We have at least 25 food vendors at \$75 per week that want to participate. The DDA will be permitting sidewalk sales for all Main Street merchants at no cost. We will be emphasizing farm fresh produce and hand made items, however produce will not be exclusive to Mesa County. We are also encouraging an annual commitment and offering a 20% rebate to farmers for perfect attendance. Leigh Ashman will arrange increased advertising and public relations for both merchants and farmers. We have increased the number of booth spaces from 80 to 105 with slightly increased booth fees. Karen asked if numbers had been run to justify a \$25,000 increase in revenue. LeAnne felt confident that we would reach the budgeted goal. Event applications will be posted on line to save postage expense. Harry G. inquired

about changes in traffic alignments per insurance requirements. We will be narrowing 5th Street and will possibly need to hire someone to help with pedestrian traffic.

Art & Jazz Festival will increase the number of non-juried vendors. Food vendors will be restricted to four full-service vendors and four snack vendors. We should have the lineup from Jackie in the next week. Next year we are looking to move the date to mid-May (Mother's day weekend).

Leigh and LeAnne met with Carol Leggett regarding Spooktacular. She would like to sponsor a run and Cinco de Mayo will have a car show this year.

A motion was made to authorize Harry G. as the DDA board chair to sign the memo of agreement between the city and the DDA for the construction and operation of the parking garage. Becky made the motion; Karen second; motion passed.

BID UPDATE – Petition will hit the street any day and will go to Council in July. Harry G. asked how many petitioners there are and if they are the right people. Karen felt that we have the right people, but not enough people. We have sorted the database by percentage of land owned and once we reach the right percentage we will stop. Harold has invited Brunella to review the petition process to the DDA board.

BUDGET – Harold distributed the updated 3-year budget. We have already received rent from Quilters Corner for the first month and Commercial Federal for the year. We have also received \$4,000 from Shaw Construction and have forwarded it to the Burtons. Most of the expenses for this quarter are from the renovation of Quilters Corner as well as the purchases of Valley Office Supply, Cheers, and the Doo Zoo. Upcoming projects are the 7th street project, downtown housing, purchase of sculptures, Whitman renovations, and the parking structure. This budget does not include additional expenses for 7th Street. We may need to go to the City for a bridge loan. Harry G. suggested we plan an annual workshop regarding the budget.

ADJOURN: There being no further business, the meeting was adjourned at 9:40 a.m.