

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY

BOARD MINUTES

Thursday, March 24, 2011

248 S. 4th Street, Grand Junction, CO

7:30 a.m.

PRESENT: Harry Griff, Peggy Page, Bonnie Beckstein, Scott Holzschuh, Steve Thoms, Kevin Reimer, Scott Aker, Bill Keith, PJ McGovern

STAFF: Heidi Hoffman Ham, Diane Keliher, Kathy Dirks

GUESTS: John Shaver, Clark Atkinson, Victoria ???

CALL TO ORDER: Peggy called the meeting to order at 7:40 a.m.

APPROVAL OF MINUTES: Harry made a motion to approve the minutes of the February 24th meeting; Scott A. seconded; the minutes were approved.

VOTER DESIGNATION FOR APRIL 6 ELECTION: Measure C, which gives the DDA permission to bond for future capital projects, is coming up on the April 6 ballot. The DDA needs to designate a representative to vote on their behalf. Harry made a motion to appoint Peggy Page as the DDA's designated voter and to direct her to vote in favor of Measure C; Bonnie seconded; motion carried.

PET ORDINANCE: John distributed copies of the ordinance. This ordinance would disallow pets, especially dogs, at downtown special events. There is a process to allow dogs for purposes of entertainment or as service dogs. Heidi and John need direction from the DDA board regarding the definition of other "pets". This issue has been brought before City Council in the past two years without support. John has spoken with the mayor, and she feels that with the increased attendance at downtown events, there is support with the current Council.

Heidi explained that we tried voluntary enforcement at Farmers Market with signage and education, but was unsuccessful. The DTA board discussed this matter and decided there needed to be a way to enforce it. Heidi would like to partner with Mesa County Animal Control, Grand Junction Police Department and Roice-Hurst Humane Society. There was discussion of dogs at special events vs. living downtown.

The ordinance will go to Council on April 4. John and Heidi will be meeting with the GJPD and Animal Control to help with enforcement issues. Heidi would like the ordinance in place for the Art & Jazz Festival. She warned the board to be prepared for public opposition. Harry made a motion to support the Pet Ordinance that is being submitted to City Council that would prohibit pets, including dogs, during downtown "special events" within the "permitted area" and that this is a partnership between the DDA and City Council; Scott H. seconded; motion passed.

WEBSITE/SOCIAL MEDIA UPDATE: This item was tabled until next meeting.

EXECUTIVE DIRECTOR: Heidi sent out election information with a fact sheet to board members and downtown merchants. The only feedback was from Greg Trainor from United Way who had some questions. Harry suggested contacting The Daily Sentinel to write an editorial. Heidi will contact the Daily Sentinel.

Scott Aker and Heidi spoke with Mesa County Commissioners regarding the TIF this past Monday during one of their work sessions. They didn't make a decision or a commitment. Scott and Heidi will be invited back for a second round of talks. There was discussion of how to communicate better with the County. PJ asked if we could offer them a position on the board. There was discussion of increasing the size of the board by three seats to include a representative from Mesa County, the School District and the Library

District. Heidi would be willing to attend their quarterly meetings. Peggy suggested quarterly reports be sent to all entities. Heidi and Scott will meet again with the County.

Heidi made a handout summarizing the recent DDA workshop to prioritize capital projects.

Heidi invited Jodi Romero and Jay Valentine to the April meeting after the election to discuss first quarter financials and bonding opportunities.

Heidi will be taking to Council some parcels that need to be added to the DDA. She has sent notice to the property owners.

There are seats open on both the DDA and DTA boards. The downtowngj.org website has information regarding how to apply. Kathy has informed all downtown merchants of the DTA board openings and the City will send out a DDA announcement in utility bills. PJ McGovern and Scott Holzschuh's seats are both open on the DDA board and Kirk Granum and Roy Blythe's on the DTA board. The deadline for application is in May.

The DDA is coming up on the two-year anniversary of the Façade Grant Program. Kathy sent out a press release which generated quite a bit of interest.

There will be corrections and revisions to the Outdoor Dining Lease with recommendations from the DTA board. The new lease will go out April 1.

It was decided to take down the 7th Street banners during the month of March because of high winds. Harry asked why there are so many benches in the 600 breezeway. Heidi explained that was designed to be a public gathering place.

PRESENTATION & DISCUSSION OF HORIZON BID: Clark Atkinson is the president of the Horizon BID board and Victoria is the BID representative. The Horizon District was formed about 6 years ago when the District and the property owners saw a need to grow or die. The BID is funded by a mill levy property tax.

The first project was the I-70 exchange upgrade with mosaic tile and landscaping. The board wanted it to be a gateway to the commercial (technical) hub of Grand Junction. Most businesses on Horizon Drive are hospitality and office space. The board has begun an economic impact study in terms of employment and sales tax dollars generated. The board needs to identify and collaborate with other partners and community stakeholders. The Horizon BID is working with City staff to design landscaped medians on I-70 and have spoken with CDOT regarding traffic and pedestrian safety issues.

Harry asked about their funding sources. The BID has a partnership with the City for the I-70 exchange; otherwise, it is funded solely by a property tax mill levy. The boundaries are from G Road to the airport, not including the airport. Non-profit organizations do not participate. The board is looking at district expansion. Victoria clarified that the property tax is only on commercial property.

The Horizon BID would like the opportunity to collaborate with the City and the Downtown BID. Healthy neighborhoods make a better community. The results of the economic impact study, as far as business vitality, will be posted on the website (horizondrive.net or horizondrivedistrict.com). Peggy confirmed that the Horizon BID board has been in communication with the VCB. There was discussion of the formation of the District and its mission.

ADJOURN: Harry made a motion to adjourn; Scott H. seconded; the board adjourned at 8:58 a.m.

APPROVED _____ DATE _____

SUBMITTED BY _____ DATE _____