

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MINUTES  
THURSDAY, JULY 14, 2011  
248 SOUTH 4<sup>TH</sup> STREET  
8:00 A.M.

PRESENT: Harry Griff, Peggy Page, Steve Thoms, Scott Aker, Bennett Boeschstein, Cynthia Burke

ABSENT: PJ McGovern, Kevin Reimer

STAFF: Heidi Hoffman Ham, Diane Keliher, Kathy Dirks

GUESTS: John Shaver, Trent Prall

CALL TO ORDER: Peggy called the meeting to order at 8:10 a.m.

APPROVAL OF MINUTES: Heidi noted that there are corrections to the June 28<sup>th</sup> board minutes heading. The location was the CHFA board room and the time was 5:15 p.m. With those corrections, Harry made a motion to approve the minutes of the June 28<sup>th</sup> DDA board meeting; Scott seconded; minutes were approved.

UPLIFT PHASE II INCENTIVE: Trent presented a summary report of the Uplift Phase II completion dates and incentive pay to Sorter Construction. Their approach was going block by block, and even though Main Street was under construction from January 3 through June 8, there are other considerations that are listed on the summary that may justify paying them 100% of the contract incentive.

After paying to eliminate reverse angle parking, the contract came in \$100,000 under budget (including the entire possible incentive). Harry feels that Sorter Construction did a great job by going block by block and was very merchant friendly and deserves the full contract incentive of \$75,000. Harry made a motion to authorize staff to interpret the Uplift Phase II contract to allow payment for the full incentive recognizing that the blocks were closed and opened early; Scott seconded; motion passed.

Trent extended a big thank you to Sorter Construction and gave kudos to Kathy and Heidi for a job well done. Heidi gave kudos to the city for their management and communication.

PLAN OF DEVELOPMENT PROCESS: With this year's reconstitution of the DDA, the board needs to update the Plan of Development which is the guiding document for the DDA. The last time it was revised was in 1987. The plan needs to go to the Planning Commission and City Council. There have been plans that considered the South Downtown area, West Downtown area and the Original Square Mile. The City is looking at a greater downtown area approach in line with the City Comprehensive Plan.

John added that the DDA is required by statute to eliminate blight and slum, and he feels this could be a good opportunity to approach that goal. To integrate the DDA into the City Comprehensive Plan would leave a frame of reference for future boards regarding the growth and development of the DDA.

Scott asked about the process. Heidi said that she and John had already met with Kathy Portner and Kristen Ashbeck on the City Planning staff. Harry added that the plan should not be too specific. Bennett added that plans need to have initiative and not "sit on a shelf." John would like to see a long

range plan that is consistent with the mission of the DDA. Harry is optimistic about support from the new City Council. Scott feels we need to continue to work closely with our TIF partners.

**WORK PLAN & TRANSITION:** Peggy thanked Heidi for her hard work and progress. Heidi will be working under a part-time contract to help keep projects moving forward and to support staff in the interim.

*Work Plan Items:*

Heidi and City staff have been adjusting the Uplift street furniture and dealing with final inspection items. The news racks will be moved back to their locations. The technology component still needs to be completed with sound system and security cameras. Heidi is working with City staff regarding placement of security cameras. Harry asked if there is a contract for technology. Heidi stated that we have a contract with Travis Long from Spectrum Sound.

Kathy and Heidi submitted the Uplift project to Downtown Colorado, Inc., for “best public space.” The awards will be announced at the DCI Conference in Durango this fall.

Heidi discussed possible elements of the DDA’s Plan of Development based on previous CIP discussions with the Board: Downtown Catalyst Projects; a second parking garage; Two Rivers Convention Center expansion; Downtown housing and live/work; Avalon theatre short term and long term plan; connecting cross streets to look like Uplift as well as West Main; a new Downtown office; retail recruitment based on the Buxton survey; expanding incentive programs such as façade grants; Downtown wayfinding and gateway improvements.

The TIF partners for 2012 include the School District at 100%; Mesa County at 50%; library district at 100%; River District at 50%; City of Grand Junction at 100% (plus sales tax TIF); Drainage District at 50%; and the Mosquito District at 50%; There was discussion of working on specific projects with Mesa County in the future.

Kathy Portner is helping to create a database of DDA vacancies and contacts. Stephanie Tuin, Steve Smith, and John Shaver are working on BID boundary corrections.

Breakfast Basics webinars are on hiatus for the summer. Heidi will leave it up to the next director and staff to decide if it is worth the effort and expense to continue this program.

There is a new restaurant locating on 5<sup>th</sup> Street that has applied for a façade grant. Scott Miller is working on a loft project. Harry mentioned that Boomers is about ready to reopen.

The Avalon Theater Foundation has retained a consultant for their capital campaign. Representatives from the Symphony, the Avalon Foundation, and DDA boards will be involved in helping to raise funds. Bennett asked to see a copy of the Avalon Theater Plan.

The train depot has been awarded a grant for “critical needs.” The deadline is in November for the owner (currently Alpine Bank) to accept the grant and sign a perpetual easement. Bennett will bring a presentation to the August board meeting regarding this project.

Heidi will meet individually with staff members for transition needs and concerns. Peggy will check in with staff on Tuesday mornings.

The Real Estate Committee continues to receive interest about the Schiesswohl building. Heidi warned that there is lots of property management work associated with this building. John is available to assist with lease and tenant issues whenever needed.

The Legends sculpture committee will come to a board meeting in August to discuss the Prinster project.

Harry is the new DDA representative for the Art on the Corner Committee. He would like to meet with Felicia to get an update on the 50<sup>th</sup> Anniversary of Operation Foresight. There will be a Legends installation in October along with other events. Peggy would like to be on the 50<sup>th</sup> Anniversary Committee, as well.

The boards would like to have retreats after the new director is here along with a combined DDA/DTA board meeting. The annual BID assessment will need to be done soon; Heidi will assist. Heidi reminded that board that there can be a 5% increase in the BID assessment each year although it has not been increased in the past two years. Heidi will leave a draft budget for the new director with notes.

The new director will work with our event coordinator, George Rossman, for policy changes such as the recent pet ordinance.

The USA Pro Bike Challenge hopes to finish a stage downtown next August. The potential for national/international promotion is tremendous for the entire community. A group from the local organizing committee will attend a board meeting in August to discuss their plans.

Heidi's last day is a week from today (July 21).

**PERSONNEL PROCESS UPDATE:** Peggy reported that 42 resumes were received for the Executive Director position with at least 10 great candidates with a lot of experience. There are a number of out of state candidates. The committee is following the same process as before with an evening reception on August 11 and the all day assessment center on August 12. Peggy asked for volunteers to take the candidates around the town on August 11.

**BOARD COMMENTS:** Peggy thanked Heidi for being willing to contract beyond her final day.

**ADJOURN:** Steve made a motion to adjourn; Scott seconded; the board adjourned at 10:00 a.m.