

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, MARCH 12, 2015  
437 COLORADO AVENUE  
7:30 A.M.

PRESENT: Les Miller, Chair, Jason Farrington, Vice-Chair, Shane Allerheiligen, Marty Chazen, Jodi Coleman-Niernberg, Kirk Granum, PJ McGovern, Stephan Schweissing

ABSENT: Kevin Reimer

STAFF: Harry Weiss, Aaron Hoffman, Vonda Bauer

GUESTS: City Manager, Rich Englehart, City Attorney, John Shaver

CALL TO ORDER: The meeting was called to order at 7:33 a.m.

APPROVAL OF MINUTES:

Jason made a motion to approve the minutes of the February 12<sup>th</sup> meeting; Marty seconded the motion; minutes were approved.

2014 YEAR END FINANCIAL REPORT & 2015 BUDGET AMENDMENTS:

Harry presented the 2014 year-end financial reports. The BID had a loss of \$47,000 in 2014. A significant amount was due to the loss of sponsorships for the Farmers Market and due to the weather for Art & Music Festival. The ending fund balance for 2014 is \$60,000. The expenses were 10% below budget but revenues did not come in as projected. The BID is hoping to reduce expenses for the A&M Festival.

LONG RANGE FINANCIAL OUTLOOK:

Harry presented an overview of the entire costs of the BID that shows the DDA is subsidizing the BID by approximately \$123,000 per year, comprising the \$27,500 cash grant to the BID and the rest in the form of overhead expenses absorbed by the DDA, unrealistic allocations of labor burden between the two organizations, and a couple of services that the DDA underwrites such as pigeon control. The BID assessment currently generates about \$140,000 of revenue which is supplemented by special event revenues and sponsorships. Harry pointed out that this subsidy comes out of the DDA's operating account (the 5 mill levy) and not from TIF. The operating fund of the DDA is unencumbered by TIF restrictions and thus constitutes a source of the kind of flexible money we have been discussing with City Council. The current level of subsidy warrants a look at how the BID is structured and its programming commitments. There was discussion concerning how to promote downtown and increase revenue, receiving sponsorships for events, and possible savings to be realized by actions such as shortening the length of the Farmers Market to reduce expenses. Harry stated that it is indeed expensive to close Main Street and it would be beneficial if there was another location to have the events that wouldn't require street closure.

Harry stated that there has been some discussion that the DDA possibly take over the parking system. There will be more discussions about the parking system in the future.

**BID STAFFING STRATEGY/HIRING:**

Aaron is resigning from his position (Marketing & Communications Director) on May 15th. This is an opportunity to redefine the position so Harry would like input from the board. There was a suggestion of possibly making the position part-time to reduce costs and outsourcing all of the marketing. Harry stated that he would like to dedicate staffing resources to facilitate the engagement and participation of the BID businesses in the work of the BID. Stephan commented he was supportive of that idea. Jodi stated that if the advertising is outsourced to a third party they might be able to provide input on how effective the events really are. Kirk stated that someone would still need to be in the office to oversee the advertising function. He commented that Aaron has done a great job and would like to maintain that. He also stated that some businesses are relying only on the BID to do their advertising. Harry stated that an RFP for advertising services has not been drafted at this time. He wanted input and approval from the board members before preparing the RFP. Harry stated that if any board members had any suggestions to please email him.

PJ left the meeting at 8:45 a.m.

ADJOURN: Shane made a motion to adjourn; Kirk seconded; the meeting adjourned at 9:14 a.m.