

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, APRIL 9, 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, Kevin Reimer, Stephan Schweissing

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 8:59 a.m.

APPROVAL OF MINUTES:

Jason moved to approve the minutes of the March 12th meeting; Kirk seconded; minutes were approved.

ART & MUSIC FESTIVAL UPDATE:

Harry stated that Robin has been doing a great job working through the new format of the festival in conjunction with the Epic Rides Off-Road. She has been working with Ron Wilson of Sandstone Entertainment for the music lineup. There will be twenty music performers on four stages. The headliners are from Austin TX, New Orleans, and Salt Lake City. The Art+Music staging will be on the east end of Main Street and the Off-Road staging will be on the west end. The expenses for the main stage will be approximately \$10,000.00 and are being shared between the BID and Epic.

FARMERS MARKET UPDATE:

The Farmers Market will be on Thursdays, starting June 18th through September 24th. Harry stated that we are changing the way we recruit entertainment. Matt, from Triple Play Records, will host a Main Street Battle of the Bands competition on April 18th which will serve as an audition of performers who will be featured at the Farmer's Market.

Marty asked Harry what the financial cost is for 4th of July parade. Harry replied the expenses ran between \$3,500.00 and \$4,000.00 over the past 4-5 years. Harry informed the Board that the Grand Junction Symphony has stepped forward to take over the parade in its entirety and Fidelity Mortgage will be the main sponsor this year.

MARKETING & COMMUNICATIONS POSITION:

Harry stated that he would like the board's authorization to hire an interim for the Marketing & Communications position. A few people have expressed interest in the position. Les suggested that the interim position be a part-time position without benefits. John can provide a template for a short-term renewable contract position. There will be more discussion at the April 23rd board meeting. PJ made a motion to authorize Harry to hire a part-time, non-benefitted interim for the Marketing & Communications position. Marty seconded the motion. The motion was approved.

ADJOURN: Marty moved to adjourn; Kirk seconded; the meeting adjourned at 9:07 a.m.