

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, MAY 14, 2015
437 COLORADO AVENUE
8:30 A.M.

PRESENT: Les Miller-Chair, Shane Allerheiligen, Marty Chazen, Kirk Granum, PJ McGovern, Stephan Schweissing

ABSENT: Jason Farrington, Jodi Coleman-Niernberg

STAFF: Harry Weiss, Aaron Hoffman, Vonda Bauer, Robin Brown, Allison Blevins

GUESTS: Rich Englehart, John Shaver, Tim Moore, Bennett Boeschstein

CALL TO ORDER: The meeting was called to order at 8:52 a.m.

APPROVAL OF MINUTES:

Marty made a motion to approve the minutes of the April 23rd, 2015 meeting. Stephan seconded the motion. The minutes were approved.

BID ORGANIZATIONAL EVALUATION:

Les introduced and welcomed Allison Blevins. Allison has accepted an open-ended contract working as a part-time Interim Marketing & Communications Manager. She is replacing Aaron Hoffman whose last day of employment is tomorrow. Les thanked Aaron for his service and wished him the best.

Harry stated that when a new Director or Administrator for the BID position is hired, the intention would be that they help make decisions for the Marketing/Advertising position. They may want to combine positions or possibly outsource the marketing and advertising on a contract basis.

Harry has talked with some potential resources for consulting services for organizational development and strategic planning. Harry had an opportunity to meet with Downtown Colorado Inc. in Arvada, CO. They are consulting with a new Business Improvement District that is being implemented. Downtown Colorado, Inc. is a statewide network for DDA's, BID's and Special Improvement Districts. They provide technical support to organizations on an as needed basis. Harry stated he would encourage the BID to consider contracting with DCI to help with defining what the BID's needs are. Harry said there are some local resources that also do this type of work, including Ilene Roggensach and Chris Reddin (the former ED of the Business Incubator). Harry will provide a list of possible resources. He also suggested creating a two person board committee for this process if the board decides to hire a consultant.

Debbie Kovalik, VCB Director, will be available as a resource to the Board to assist with marketing. Harry stated that the community is going to be asking what is going on with the BID so there needs to be some clarity from the board in terms of communication and outreach to the BID members. Harry stated that the BID needs a more targeted communication plan. He suggested sending a survey to all the BID constituents would be a way to receive feedback and suggestions on what the BID's needs are. Les stated that part of Allison's job is to do an outreach to the BID constituents and educate the BID members about what the BID is. This will be an opportunity to get merchants involved in the downtown.

Kirk stated there are two board positions open and Jason has the option to reapply for a new term. Kevin Reimer resigned from his position due to anticipated conflicts of interest so someone will be appointed to fill his unexpired term. The new board members would start July 1st or when the appointments are made. Les stated that there are currently two or three applicants that have applied. The deadline for board applications is tomorrow. Kirk and P.J. suggested the board wait to make any final decisions concerning the new BID position as well as redefining what the BID's goals are until the new board members are appointed. Marty suggested that a special orientation would be beneficial for the new board members. Les said the board should be considering having separate chairs and vice chairs for each board. This will be discussed at a later date. Harry suggested inviting the board applicants to the Downtowners meeting on Tuesday, May 19th

ADJOURN:

Stephan made a motion to adjourn. Mary seconded the motion. The meeting adjourned at 9:08 a.m.