

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
Thursday, April 26, 2007
248 S. 4th Street, Grand Junction, CO
7:30 a.m.

PRESENT: Harry Griff, Scott Howard, Peggy Page, Bill Wagner, Steve Thoms, Bill Keith, Harold Staff

ABSENT: Doug Simons, Jim Doody

GUESTS: Randy Greathouse, Kathy Dirks

CALL TO ORDER: Scott called the meeting to order at 7:35 a.m.

APPROVAL OF MINUTES: Peggy made a motion to approve the minutes of the January meeting; Bill W seconded; motion carried.

FINANCIALS – Mike Bell presented the first quarter BID financials to the DTA Board last week. The special assessment money will mostly come in during the second quarter. The funds from the City have arrived. We are still receiving Annual Dinner table sponsorship payments. We have collected over \$15,000 in Art & Jazz fees, which is up from last year. We have received \$20,350 for Farmers' Market, which includes a \$20,000 sponsorship from American National Bank. We are still waiting for reimbursement for 2006 barricades. Scott asked about the Art Hop sponsorship. It was a payment from the Free Press for the 2006 season. Harry asked about the 125th Anniversary celebration. The Fourth of July Parade is the only involvement of the Partnership.

MARKETING UPDATE – After the Downtowner meeting last night, Scott feels we have kicked it up a level! Kathy Dirks spent 23 years at Powderhorn as their marketing and public information person. We have contracted her for 25 hours a week. She is really enjoying the position. She has a lot of contacts that have transferred, but she is also meeting lots of new people.

During the transition, the City deleted all the email addresses for the downtown merchants and we are re-creating the database.

This year Kathy would like more of a local focus for the Art & Jazz Festival. She is advertising with area public radio stations, KAFM, KDNK, KUVO and KVNF. She feels that's the audience that we are trying to reach. Those ads will begin next week. The "call to action" is to bring Mom downtown! Our Cumulus ads have been recorded. She added a couple more ads to the Daily Sentinel as well as a pullout section in the previous Sunday paper. KKCO ads will begin tomorrow. Comcast gave us a free crawl. She has only spent about \$100 more than last year. The press release is going out on Monday.

The newsletter is out thanks to Randy and his great staff for being so prompt and patient. Kathy is working on a Downtown brochure with Randy and Harold. The brochure should be out in April.

Farmers' Market begins June 7 and runs through September 13. The focus will be on coming downtown to eat dinner, shop and pick up produce.

The website is being updated with new photos and is becoming more user-friendly and informative. Kathy welcomes suggestions on the website or any other topic. Allison Sarmo arranged for an AOTC article in GoColorado magazine. The March of Dimes is coming downtown for Walk America this Saturday. Scott noticed that last night, at the Downtowner meeting, the Free Press did not make a presentation. Kathy is having lunch with Mike Bennett from the Free Press today. A Denver Post supplement mentioned Main Street Bagels and Rockslide as being two of the great places to eat while biking, hiking, etc.

DIRECTOR'S REPORT - Coffee Muggers is moving to Main Street. The Nepal Restaurant is leasing a space in the Reed Building with possible outdoor dining next summer. Harry was concerned that the Historical Society might limit that space. Greenshoe Theatre is being leased for dance lessons. The only buildings that are not occupied are Readmor and Pollux. Bill K. mentioned Pollux's new place and was very impressed. Harry asked about Cheers, the Reed Building, and Doug's new place. The Cheers Building will be open by Christmas. Doug is working on another property at this time. We have had lots of phone calls to build in downtown Grand Junction. There have been about six calls on the RFP for 3rd and Main. Parking is the big issue. The Downtown master plan needs to be updated. Harold asked how businesses are faring along 7th Street. Brad Brehmer of the Blue Moon said he is doing fine. He is letting people enter from the back alley. Junction Square is not doing very well. Steve reported that the Winery was flat during the first quarter, but has been picking up. He added that the street lights are out which has made it dark in that block. He is looking forward to the Art & Jazz weekend. Harold mentioned that Josh Comfort was interviewed about growth opportunities in Grand Junction and the article appeared in Denver.

Joe from Sequent came in last fall and would like to put Wi-Fi downtown. He has an antenna on the grain elevator on South Avenue from which he is broadcasting. He is looking at installing repeaters around the downtown area. He is in a test phase right now. He will create two networks; one free and one fee-based. The free network can be ours if we help with the initial equipment cost. Randy asked if anyone had experience with Sequent. He advised that we proceed cautiously. Harry wondered if the City should do an RFP. Harold stated that the City is doing one right now, but just for city employees. Scott feels we should look into the City provider. Randy cautioned about the maintenance of the repeaters.

Harold has been working on the AOTC kiosk in front of the Dalby Wendland building. He would like to drive people to the website at that kiosk. He would eventually like to have interactive kiosks on Main Street, Colorado Avenue and in the parking garage. The DDA could possibly fund those kiosks as a capital improvement. We need to be aware of vandalism issues.

Economic Development Partners held its "Listening to Business II". They interviewed 100 manufacturing people and bought software to help form a development plan. They are considering doing a third one for retail and tourism. Harold is on the committee to fund "Listening to Business III". There are costs for consultant fees and software. It will deal with issues such as do we want to recruit chains into downtown and looking at losing retail stores to offices on Main Street. Harry is supportive of the study if the results will be put to good use. Harry warned that the BID budget is very tight. Harold feels we should raise awareness of the retail and tourism market. Bill K. asked if perhaps the DDA operating budget could kick in some money for research.

ADJOURN – Peggy made a motion to adjourn; Bill K. seconded; the board adjourned at 8:51 a.m.