

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES

Thursday, January 24, 2008
248 S. 4th Street, Grand Junction, CO
7:30 a.m.

PRESENT: Harry Griff, Patti Hoff, Scott Holzschuh, Peggy Page, Bonnie Beckstein, Bill Wagner, Steve Thoms, Bill Keith, Harold Stalf

ABSENT: Scott Howard

GUESTS: Mike Bell, Kathy Dirks, John Shaver

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

APPROVAL OF MINUTES: Harry made a motion to approve the minutes of the October 25, 2007 meeting; Patti seconded; minutes were approved. Harry made another motion to approve the minutes of the November 29, 2007 meeting; Scott Holzschuh seconded; minutes were approved.

APPOINTMENT OF DTA BOARD MEMBERS – Terms that are up for renewal include Roy Blythe, Becky Brehmer and Bruce Bengé. Harry asked if there should be an application process. Harold met with Randy Greathouse and Mike Bell and they wanted to reappoint. Peggy made a motion to reappoint Roy, Becky and Bruce; Patti seconded. Harry said that he remembers catching flack about not going through a process in previous years. Harold explained that the DTA Board is now an advisory committee, not a city board and that the bylaws have changed. DTA Board members are no longer elected therefore, there is no interview process. Harry feels we should reappoint Roy since he is filling a 6-month term, but he would like to seek others who are interested for the other two positions. Bill K. feels that Harry has a point with all of the new businesses downtown. Scott Holzschuh agreed there should be an application process. The board voted; Harry, Scott Holzschuh, Bill K., Bill W. and Bonnie voted against; Peggy, Patti, and Steve for; motion did not carry. Applications will be available on the website and Kathy will send out an email. The deadline for application will be February 29.

2007 YE FINANCIAL REPORT – Mike distributed the BID budget spreadsheet. Our income sources were better than anticipated/budgeted. Expenses include personnel changes and a year-end bonus to Event Masters. In general, event expenses were down slightly leaving a year-end balance in the black.

Harry asked why we did not spend very much money on marketing and advertising. Kathy explained that one thing we did not do is produce a Downtown brochure. There was a strong call to action in the 4th quarter to buy Downtown gift certificates and we had a very successful campaign! We didn't need to spend a whole lot of money. She added that there are some holiday events that need more advertising next year. Harold said we are looking to beef up entertainment for Art & Jazz and Farmers' Market for next year. Bill K. would like to see more money put into a year-long advertising campaign. Kathy agreed and will be running ads and going to KAFM every month to highlight businesses. Scott Holzschuh asked why we use contract labor and employees. Harold and Kathy feel that this arrangement has been working very well. Bill W. asked if we have a new contract with Event Masters. Harold will negotiate with George Rossman in February. Patti asked if we were advertising in the surrounding areas. Kathy replied that we collaborate with the VCB for out-of-area advertising.

The DTA budget shows the Friends of Downtown donations and Downtown gift certificate sales. There are also some expenses that go through the DTA that are reimbursed by the BID. Corporate contributions are kept in this account and managed by the DTA board. Scott Holzschuh asked if we should account for the unredeemed gift certificates. Bonnie said there should be a point at which the certificates expire.

ADJOURN – Harry made a motion to adjourn; Bill K. seconded; the board adjourned at 8:12 a.m.