

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES

Thursday, October 22, 2009
248 S. 4th Street, Grand Junction, CO
7:30 a.m.

PRESENT: Harry Griff, Scott Holzschuh, Bill Wagner, Steve Thoms, Bill Keith, PJ McGovern

ABSENT: Peggy Page, Bonnie Beckstein

STAFF: Heidi Hoffman Ham, Diane Keliher, Kathy Dirks

GUESTS: John Shaver, Ed Chamberlin, Rebecca Chariton, Arvan Leany, Kirk Granum, Jeff Leany

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

PUBLIC HEARING – Steve opened the meeting to public hearing at 7:35 a.m. for consideration of exemption from the Grand Junction Downtown Business Improvement District filed by Mr. Arvan Leany, owner of the property at 337 South 1st Street. Mr. Leany has complied with all statutory requirements to request exemption from the GJBID. City Council has referred the matter to the DDA for recommendation. The DDA must determine whether or not the exemption will affect the organization adversely.

Pufferbelly Station Restaurant feels they are out of the District with accessibility to and from their building to events being awkward and inconvenient. Their hours are 6:00 a.m. to 2:00 p.m., and therefore, do not benefit from events held in the evenings (i.e. Farmers Market). Mr. Leany feels it's an undue tax on his business with no direct benefit.

Harry asked how many people work downtown and come to your restaurant? Mr. Leany thought about one third of his customers work downtown. Harry then asked if the railroad station was rebuilt would it help. Mr. Leany stated that if it was a commercial draw, it would create foot traffic.

Scott feels that the benefits of belonging to the BID are indirect vs. direct. The health of the downtown core indirectly affects the health of the downtown area. He also feels that if we let the fringe buildings out, it will weaken the entire organization. Mr. Leany still does not feel the indirect benefits affect his particular business.

Steve added that there are long-term vs. short-term benefits to being a part of the BID. Look down the road at people living and working downtown and creating synergy.

PJ asked if Mr. Leany owns the building. He stated that he does. John Shaver added that it is one of the outermost parcels.

Bill W. asked how much of the building Mr. Leany owns and if he wants to exclude the whole building. He owns the entire parcel and would like to exclude all of the buildings.

Jeff Arvan arrived at the meeting and reiterated that they feel their business is not part of downtown because of logistics. He stated that the DDA had talked about making the depot a transportation hub with Amtrak, Greyhound and Grand Valley Transit. There were plans for a crossover to Two River Convention Center, but the plans never came to fruition.

Bill W. asked if they are exempted from the BID now, can they come back later. John answered that they would have to petition.

Steve asked for any other public comment.

The DDA board began deliberating in preparation for making a recommendation to City Council.

Bill K. made a motion to recommend to City Council that the Board exempt the property from the BID with the hope that they will return at a later time; Scott seconded; Bill K., Scott, and PJ voted for exemption; Steve, Harry, and Bill W. voted against exemption. The motion was defeated. City Council will decide if they will need another hearing or are able to make a ruling.

The BID Board reconvened at 8:13 a.m.

APPROVAL OF MINUTES – Harry made a motion to approve the minutes of the July 23 meeting; Scott seconded; minutes were approved.

Rebecca Chariton left the meeting.

3RD QUARTER DTA FINANCIAL REPORT – Kirk presented the 3rd quarter DTA financial report compared to the year-end budget. Farmers’ Market and Art and Jazz income is over budget. Event sponsorships are up compared to last year. This year we lost half of the sponsorship for Parade of Lights. The DTA will pick up \$2,500 of expense this year. Heidi added that the projection for 2009 shows a positive balance and, as a result, the BID will not transfer as much money to the DTA leaving a fund balance of around \$10,000. Scott made a motion to accept the 3rd quarter financial report; Bill W. seconded; motion passed.

PROPOSED 2010 BUDGET – Next year the special assessment will not increase. This year we did not collect everything on the books because of contested taxes and vacancies. The County no longer pays into the BID. Felicia’s salary and half of Kathy’s comes out of this fund. The BID transfer to the DTA will be less next year. Harry questioned the BID fund balance and Bill W. pointed out a mistake on the spreadsheet. Scott made a motion to accept the proposed 2010 budget, subject to an accurate and completed spreadsheet, with no net loss greater that \$25,000 and no increase in tax revenue; Bill K. seconded; motion carried. Harry and Bill W. abstained until the corrected figures are determined.

WAYFINDING PROGRAM – Ed Chamberlin has had three meetings with the DDA, CDOT, and the City of Grand Junction regarding a way-finding program for downtown. The scope of the first phase of the project is from the Grand Junction Regional Airport to Downtown with a focus on first-timers. The preferred alternative is on page 6 of the handout. One of the suggestions is to add “Historic Downtown” to the blue road signs along the highways that are managed by a private firm. The cost is \$1,500 per year for four signs. Jody Kliska has already helped with adding “Downtown” to the green signs at the end of on ramps. Guidelines need to be determined for directional signs. Ed’s report suggests four destinations per sign in general to specific order. The theme is modern and fun with “gateways” for six strategic locations. Downtown tourist directional signs should be placed on about 20 corners downtown pointing out various attractions. Sign posts will identify key public buildings and art and cultural buildings. Wall plaques will identify historic buildings. The new signage will not interfere with the Uplift project. There are three cost options for the first phase. The budget is \$150,000 for this project for next year. This will be a phased project and will need a fund for maintenance.

ADJOURN – Scott made a motion to adjourn; Bill K. seconded; the board adjourned at 9:10 a.m.

APPROVED _____ DATE _____

SENT TO CITY CLERK _____ DATE _____