

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, APRIL 28, 2011
248 SOUTH 4TH STREET
7:30 A.M.

PRESENT: Harry Griff, Peggy Page, Scott Holzschuh, Bill Keith, Steve Thoms, Kevin Reimer, Scott Aker, Tom Kenyon

ABSENT: PJ McGovern

STAFF: Heidi Hoffman Ham, Diane Keliher, Kathy Dirks

GUESTS: Rich Englehart, John Shaver

CALL TO ORDER: Peggy called the meeting to order at 7:33 a.m.

APPROVAL OF MINUTES: Scott made a motion to approve the minutes of the January 27th meeting; Kevin seconded; minutes were approved.

FIRST QUARTER FINANCIALS: As of the first quarter, the BID received \$22,000 from Special Assessments and \$25,000 from the DDA in lieu of their assessments. Operating expenses, except salaries, do not come out of the BID fund. The BID will reimburse the DDA for salaries at the end of the year. A transfer of \$80,000 was made to the DTA for special event expenses. There was discussion of budget issues and expansion of the DGJBID district.

MARKETING STUDY FOR DTA: Heidi and Kathy met with Dan Ryan regarding marketing issues and feel there is a need for a comprehensive marketing strategy. Kathy has very little data regarding customers, merchants, locals, and visitors. Heidi, Kathy, and Dan put together an RFP for marketing services. There is not a specific budget amount in the RFP, but it is noted that this will be part of the consideration in awarding the bid. The RFP will be sent to Front Range as well as local marketing companies.

The DTA would like to modify their budget and take the cost of the marketing services out of their fund balance. The contract would need to be approved by the BID board. Heidi would like to start this summer and go into fall. Harry is concerned about the timing (i.e. construction). He suggested waiting a year before soliciting data. Heidi said she and Kathy would go back to the DTA Board for discussion on that point.

Heidi distributed a volunteer sheet for the beer & wine booth at the Art & Jazz Festival.

Rich added that the City is conducting a vacancy study regarding retail stores. He also added that there have been changes in the budget appropriations rules.

ADJOURN: Scott H. made a motion to adjourn; Scott A. seconded; the board adjourned at 8:10 a.m.