

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, MAY 28, 2015  
437 COLORADO AVENUE  
7:30 A.M.

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

**ABSENT:** Jodi Coleman-Niernberg

**STAFF:** Tim Moore, Allison Blevens, Vonda Bauer

**GUESTS:** Rich Englehart, John Shaver, Bennett Boeschstein, Steve Reimer

**CALL TO ORDER:** The meeting was called to order at 7:30 a.m.

**APPROVAL OF MINUTES:**

Marty made a motion to approve the minutes of the May 14, 2015 meeting. Stephan seconded the motion. The minutes were approved.

**BID ORGANIZATIONAL EVALUATION:**

Communications & Outreach to Constituents

There was a downtowner's meeting on Tuesday, May 19<sup>th</sup>. There were approximately 35 merchants who attended. Les stated that he gave a brief update at the downtowner's meeting explaining the hiring status of the DDA Director. Allison provided information at the meeting encouraging the merchants to take this time to speak up about things that need to be changed within the BID. Robin updated the merchants about the upcoming Art & Music Festival during the meeting.

Les said that Allison is reaching out to the BID constituents to find better ways to communicate information to the merchants. Allison stated that she has a good relationship with most of the merchants. She has informed the merchants that there is a new closed Facebook group and has been encouraging them to join. There have been 20 new requests so far. A survey was sent out to all the BID constituents and only 8 surveys have been received. Marty said that he attended the downtowner's meeting and thought it was well attended. He stated that Robin and Allison did an outstanding job explaining what the purpose of the meeting was and felt it was very effective.

Allison gave a brief overview of the Art + Music Festival coming up this weekend. There will be an insert in the Daily Sentinel with all of the information about the event. Les commented there was a great editorial about the combined event in The Daily Sentinel this morning.

Consultant Services

Les welcomed Tim Moore who is the interim DDA Executive Director. Les stated that Harry had recommended some resources for consulting services. Downtown Colorado Inc. is based out of Denver and the two local resources include Ilene Roggensach and Chris Reddin (the former Executive Director of the Business Incubator). Les recommended that the Board talk with DCI about what our needs for the BID are and get a cost estimate for the consulting charges. Marty asked what are they really going to do and is this something we really need. He feels the board has a pretty good idea of what the BID's needs

are but stated that another resource could make some recommendations. Les replied that the BID is 10 years old and the events are going well but the BID constituents have not been involved so we need some ideas to help with that process. Shane suggested inviting DCI to one of our board meetings in order for them to get an understanding of what the BID's needs are. Les stated that the city has offered Debbie Kovalik (VCB Director) as another resource with little or no cost. Kirk stated that it would be good to reach out to DCI but he felt it would be better to reach out to someone local because they would have a better understanding of our community. PJ agreed and suggested that Chris Reddin would probably be the most appropriate local choice. PJ stated he is not sure what we are defining as our challenge. The original intent of the BID was ½ time special events and ½ time marketing so his concern is what would be the task for the consultants. PJ suggested that one or two board members go to Denver to meet with DCI so we wouldn't have to pay for them to come over here. Jason stated that the idea was more of a direction what the BID should take that would be beneficial to the downtown businesses (whether a service, type of marketing). A consultant might have some ideas. Les said that the BID is financially unsustainable so we need to increase revenues. Kirk stated that if we don't have the money, is it feasible to hire a consultant? PJ & Shane will plan a trip to Denver to meet with DCI. Les will reach out and talk to local people and report back at the next meeting.

Les stated that he would like input from the board considering having separate chairs and vice chairs for each board. Stephan suggested that the board wait to make any decision until there is clarification on where the BID is going to go. Kirk stated that the BID steering committee has a few more members now. There was discussion on the timeline for the BID position. At this time the focus is on a new DDA Director. After that process is complete, the board will start defining the job description for the new BID position. PJ stated that if applicants for the DDA position are also qualified for the BID position, the board could look at them for the BID position.

**ADJOURN:**

Marty made a motion to adjourn. Kirk seconded the motion. The meeting adjourned at 7:56 a.m.