

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, JUNE 11, 2015
437 COLORADO AVENUE
8:30 A.M.

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

ABSENT: Jodie Coleman-Niernberg, Marty Chazen

STAFF: Tim Moore, Vonda Bauer, Allison Blevins, Robin Brown

GUESTS: Bennett Boeschstein

CALL TO ORDER: The meeting was called to order at 8:33 a.m.

APPROVAL OF MINUTES:

Jason made a motion to approve the minutes of the May 28, 2015 meeting. Kirk seconded the motion. The minutes were approved.

BID ORGANIZATIONAL EVALUATION:

Consultant Services/Communications & Outreach to Constituents

Les stated at the last board meeting there was discussion about hiring a consultant. The general feeling from the board at that time was that maybe a consultant wasn't needed.

Robin and Allison met with Les yesterday to talk about some ideas they have for the BID. Robin & Allison stated that instead of hiring a BID Director they would be interested in taking over the BID Director's duties between the two of them. Robin stated that Allison is a BID member so she has enormous insight and she repeatedly is saying that the BID is here to help businesses and is important to make the businesses feel like they can come to us. Robin and Allison will prepare a proposal for the next board meeting which will include:

- Defining what the BID mission should be based on feedback they have received from surveys and merchants
- Provide job descriptions for each of their positions

Les stated that the BID board doesn't normally meet on the 4th Thursday of the month but if the proposal is completed in 2 weeks, the board can call a special meeting for the BID. The board members commended Allison and Robin on what a great job they have been doing.

There were comments made about the financial position of the BID and the lack of sponsorships to help fund the events. Les stated that he would also like to have an event policy established. Allison said a committee of downtown BID members would be beneficial to get their input and guidance.

ART & MUSIC FESTIVAL UPDATE:

Robin gave a brief update on the Art+Music Festival. She said it was successful. There were a few issues but nothing major. Allison sent out surveys to the merchants and art vendors to get their feedback. The vendors indicated that sales were down from last year but they liked the music and layout of the festival. The 37 responses that were received from the merchants indicated that their sales were up a little for the ones that stayed open late. Tim will email the link for the survey responses to the board.

Robin stated that there was a meeting held with the A+M staff to get their feedback and comments on how the event went. Some comments were:

- The festival brings in a great crowd but the event should focus on an outdoor expo and the outdoor recreation that is offered in this area. The focus should be more on our local bike shops, Powderhorn, etc. This would be a better fit with the Grand Junction Off-Road instead of the art vendors.
- There was some criticism about holding the festival the same weekend as JUCO.
- Sunday was not a good day and music should also be provided on Sundays.
- Overall there was good constructive positive feedback.
- The parking was a lot better because the crit course didn't block off two parking lots.

FARMERS MARKET UPDATE:

Robin stated that she has purchased a software program called ManageMyMarket.com that will enable vendors to apply online. Once it is implemented, it will save a lot of time and make the process much easier. There are a total of 14 farmers this year compared to 8 last year.

ADJOURN:

Stephan made a motion to adjourn. Kirk seconded the motion. The meeting was adjourned at 8:53 a.m.