

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
SPECIAL MEETING BOARD MINUTES
THURSDAY, JUNE 25, 2015
437 COLORADO AVENUE
8:30 A.M.

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

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

GUESTS: None

CALL TO ORDER: The meeting was called to order at 8:50 a.m.

APPROVAL OF MINUTES:

Meeting of June 11, 2015

Jason made a motion to approve the minutes of the June 11, 2015 regular meeting. Kirk seconded the motion. Marty abstained. The minutes were approved.

BID ORGANIZATIONAL EVALUATION:

BID Operations-Staff Presentation

Robin stated that she and Allison have had many discussions about what the state of the BID has been over the last few years. They discussed how to make the BID better and to help support the business owner's downtown. They want the opportunity to present a proposal to the Board that would consist of sharing the duties and responsibilities of a BID Director instead of creating a new position.

Robin explained that she began working as an independent contractor for the BID as the Event Manager a year ago. She worked in the Army for 8 years as a Strategic Planner and currently has an event planning business called West Slope Events. Allison is currently a business owner of The Tangle which has been in business for the past 9 years. She was also the Director of a nonprofit medical clinic for 2 years. She recently joined the BID as the interim Marketing/Advertising Manager.

Stephan left the meeting at 8:58 a.m.

Robin & Allison handed out a proposal for the Creation of the Downtown Grand Junction Business Improvement District Management Team. They explained their proposal to the board which includes:

- ***The Mission of the BID*** - The mission of the BID is to support, market, and promote its BID members.
- ***The Formation of a BID Management Team*** - would consist of two positions. The Bid Communications and Marketing Director and the BID Events Management Director
- ***The Communications and Marketing Director Responsibilities*** - primary point of contact to BID members, facilitate communication, utilize multiple advertising outlets to market BID events and Downtown, supply marketing consulting to BID members and provide education opportunities about marketing and business promotion
- ***The Event Management Director Responsibilities*** - plan, coordinate, and manage BID sponsored special events, ensure all special permitting, including city, county, and state requirement are met for events, coordinate traffic control, security, and staffing for each event, manage registration, payments, communication with vendors, and site layout, manage event budgets, work with BID members to ensure that all events are appropriate and beneficial to downtown community, manage the AOTC program

- ***BID Management Team Shared Responsibilities*** - communication and outreach to BID members, budgeting, conflict management, hiring, permitting, decision making
- ***BID Short Term Goals*** - create special events policy for downtown, create budget, have events break even or make a profit, rework the Art + Music Festival, better signage and banners, engage members through committees, facilitate communication with the public to promote greater community downtown, publish annual internal calendar, rework sidewalk permit policy
- ***BID Long Term Goals*** - annual events calendar, fully invested BID community, provide better customer service
- ***Proposed Positions and Wages*** - Communication and Marketing Director (Allison Blevins) and Events Management Director (Robin Brown. Each position earn \$35.00 per hour for an expected 25 hours per week-approximately \$90,000 per year

Jodi said that Allison and Robin are doing a fantastic job as far as Farmers Market and the Art + Music Festival and has received great feedback. Jodi indicated that sponsorships are needed to help support the events. Jodi left the meeting at 9:12 a.m.

Marty stated that the presentation was great and thanked them for their work. He indicated that there is a lot of interaction with BID members so if the board decides to proceed with this proposal we would have to be careful not to make this a community organizing situation to put pressure on the board and the merchants, especially for funding requests. He also stated that he would like to see what their plan is for promoting downtown as a place to do business and how to make the BID sustainable as well as how the proposed wage request fits into this.

Shane thanked Allison and Robin for everything they have done. He stated that he would like to see their ideas for increasing revenues in order for the BID to be sustainable.

Kirk also indicated that the BID needs better sponsorships.

Robin stated that in the past the Farmers Market event received a \$30,000 sponsorship which helped fund the event.

Jason commented that it was a pretty big stretch to hire Aaron because the BID was already financially unsustainable. Jason said that in the proposal under "Conflict Management" it indicates you will seek the advice and expertise of the Board Chair for conflicts that cannot be resolved. As a volunteer board it might be difficult for someone to be available at all times so we would need someone on salary in that role whether it be the DDA Director or someone with the City of Grand Junction. There would be three employees that would directly report to the Board instead of two. Jason indicated that having two Board Chairs would be beneficial in order to emphasize the BID.

PJ stated that the BID has been missing a number of things; some were recession related. He also indicated that there hasn't been a presence on Main Street to promote the BID.

Les indicated that it was a great presentation but he still has a number of things that he would like to discuss with them. He stated that reporting to the Board Chair is acceptable to him but the next Board Chair may not have the time to dedicate to all the issues. Les will meet with Allison and Robin to discuss the proposal in more detail next week.

ADJOURN:

Marty made a motion to adjourn; Kirk seconded the motion; the meeting was adjourned at 9:34 a.m.