



HORIZON DRIVE **District**

Gateway to Grand Junction

Official Minutes

Board Meeting of the Horizon Drive Business Improvement District

February 8, 2012

Horizon Drive District

2764 Compass Drive, #205, Grand Junction, CO 81506

10:00 a.m. to 1:00 p.m.

Attendance:

Clark Atkinson
Jan Rohr
Lynne Sorlye
Bill Milius
Dale Reece

Absent:

Brenda Brock
Chuck Keller

Others:

Victoria Patsantaras, District representative
Jarrod Pearson, attorney for District
Jay Moss, property owner, 2764 Compass Drive
Melanie Wiseman, City of Grand Junction, Visitor Center, Horizon Drive
Teri Cavanagh, Cobb & Associates
Linda Romer-Todd, business owner, 759 Horizon Drive
Debbie Kovalik, City of Grand Junction

Call to Order: The meeting was called to order at 10:05 a.m. by Clark Atkinson. Minutes were taken by Victoria Patsantaras. A quorum (4) of Board Members is present.

Welcome: Welcome and introductions of guests.

Consent Agenda: The consent agenda, consisting of emailed documents: Minutes of Board Meeting of January 11, 2012, Treasurer's Report of January 31, 2012 and Representative's report dated February 1, 2012, were received by all board members.

VISIT THE DISTRICT

WWW.HORIZONDRIVEDRIVEDISTRICT.COM

970.985.1833

P.O. Box 4191 Grand Junction, CO 81502

Lynne Sorlye moved for approval of the entire consent agenda, Bill Milius seconded the motion and it is unanimously approved.

Routine Business:

1. Lightning Round. The Board chairman requested each person present give a short comment or update on the District and related matters.

2. Board member positions. As discussed at the January 2012 board meeting, the terms for Bill Milius and Chuck Keller expire in April, 2012. According to the Bylaws, Bill and Chuck are eligible for re-appointment. Both indicated interest in another term. Lynne Sorlye will be retiring from the Clarion Inn in March, and resigned her board member position effective in April, 2012.

Discussion occurs relative to appointments to the HDD board and that appointments are ultimately made by the Grand Junction City Council. Updates are provided from Clark and Victoria concerning a letter from City Clerk and the advertisement engaged by the City for the open position(s) via the inserts in the utility bills. The Board discusses the City's approach and whether a simultaneous effort for soliciting applicants could be developed and, if so, how it would be engaged by the District and tie into the dates set by the City Clerk.

The Board collectively agreed that it will request reappointment of Bill Milius and Chuck Keller to second terms. The remaining board member position will be advertised by email invitation.

The Board and those present discussed language of text for the email, the deadline for application, method of evaluation, and ultimate recommendation for the position. The recommendations will be made by the District via letter to City Council, through the City Clerk, submitted by March 16, 2012.

Motion was made by Lynne Sorlye that the Board (a) immediately issue an email to the District's email list subscribers, soliciting applications for board membership by March 6, 2012, and (b) authorize and empower Clark Atkinson and Jan Rohr to review applications received by March 6, 2012 and from those applications, prepare a letter of recommendation to City Council, submitting said letter by the City deadline of March 16, 2012. This motion was seconded by Jan Rohr and passed unanimously.

3. Dates of presentation by HDD to GJEP and Chamber of Commerce. As has been mentioned in past board meetings, Clark Atkinson and Victoria have worked on a presentation that will inform and explain the District and its' activities. Clark Atkinson will present this information to the GJEP board of directors on February 22, 2012 at 7:30 a.m. and to the Chamber of Commerce on March 15, 2012 at 7:30 a.m. HDD board members are welcome to attend the presentation.

It was suggested that a copy of the presentation be forwarded to Rich Englehart of the City of Grand Junction, for sharing with the City Council members.

4. Corridor Improvement Plans & Design. The contract with Ciavonne, Roberts and Associates (CRA) is finalized and will be signed by Clark Atkinson and Bill Milius today. CRA continues to work on the designs, and are moving forward based on the input from the Board at the Design Charette January 11, 2012. The next time the Board will hear from Ciavonne will be to review and meet toward the end of March or early April, at a time and date yet to be determined.

Timing of outreach, sharing the designs and public input meetings are tabled until the goal setting section of this meeting.

5. Board member media contact. Clark Atkinson thanks Lynne Sorlye for acting as the Board's media contact, and requests that all board members consider who will volunteer for the duty of media contact. This item is tabled and continued to a later meeting.

New Business:

1. CMU's report on undeveloped land. The draft of CMU's report on adding undeveloped land to the District was circulated prior to the meeting. Clark Atkinson inquired for comments. Brief discussion occurs relative to CMU finalizing the document with an appropriate title and adding graphics. The item is tabled and continued to a later meeting.

A fifteen minute break occurs at 11:05 a.m., during which refreshments and sandwiches are provided, as the meeting will continue through the lunch hour. All attendees, as listed above by name, remain and participate.

2. 2012 goal workshop and discussion. The goal workshop and discussion is moderated by Clark Atkinson. Notes will be included here in bullet format, as the data is reduced from large paper sheets written during discussion.

- I. Ground rules
 - Brainstorm
 - Speak and focus on what we want to accomplish
 - Expectations: have a handful of goals by end of day
- II. Purpose
 - Ensure and improve quality of life
 - Ensure economic vitality
 - Build support for our purpose
 - Communicate
 - Collaborate
 - Leverage and multiply limited resources

- III. Review 2011 goals
 - Stakeholder relationships
 - Improve appearance & image
 - Expand boundaries
 - Communication Plan
- IV. Accomplishments 2011
 - CMU Economic Impact Study
 - Website
 - City relationships – staff – corridor plan – great dialogue
 - Improvement Plan payment strategy
 - Presented payment proposal to City Council
 - Hired Design team for Corridor Plan
 - Community / Stakeholder “town meeting”
 - Relationship with critical stakeholders
- V. 2012 - What is the focal point?
 - Exercise = solicit those present to provide input on note sheets
 - Post note sheets on board
 - Rank / discuss input
 - Reduce down to manageable
 - Remember the District has:
 - \$300M annual impact
 - 2600 employees
 - 20,000 vehicles per day
- VI. 2012 goals
 - Advance Corridor Improvement Plan
 - Create and implement effective community outreach
 - Cultivate stakeholder relationships
 - Expand boundaries
- VII. **2012 focal point = Advance Corridor Improvement Plan-**
Everything District does should go back to this purpose
- VIII. Who? What? When?
 - A. Create and implement community outreach
 - One-on-one (within the District)
 - intersection property owners
 - local property owners
 - large property owners
 - out of town property owner communications
 - merchants / effected
 - Tenants / businesses / occupants
 - Promote, tell/sell corridor plan to
 - JUCO
 - Air Show
 - Wine Fest
 - Country Jam
 - Peach Festival

- Sports (D51, CMU, leagues)
 - Media connection to HDD to events
 - Tent social (buy tent and lease /loan to constituents)
 - Chamber after-hours event
 - Communications Plan
 - message / mapping
- B. Cultivate stakeholders
 Who is this? Advocates –partners –cheerleaders –opponents –bystanders?
1. City Council
 2. City Staff
 3. Other entities
 - Airport
 - GJEP
 - CMU
 - St Mary’s / Community
 - CDOT
 - County
 - Chamber
- C. Expand boundaries-- should have a plan if there are inquiries, but not actively engage in efforts

All business before the Board being concluded, and with thanks to all, the meeting is adjourned at 1:05 p.m.

Next meeting: Due to spring break, the next scheduled Board meeting will be postponed from March 14. The meeting for March will be held **March 21, 2012** at the HDD office, 2764 Compass Drive, second floor conference room, 10:00 a.m. to 12:00 noon.

Horizon Drive District

By: _____
 Chuck Keller, Secretary

Date:_____