

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, AUGUST 13, 2015
437 COLORADO AVENUE
7:30 A.M.

PRESENT: Jason Farrington (Chair), Kirk Granum (Vice-Chair), Shane Allerheiligen, Marty Chazen, Jodi Coleman-Niernberg, Dan Meyer, Les Miller, Duncan Rowley, Stephan Schweissing

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

GUESTS: John Shaver (City Attorney), Scott Hockins (City Purchasing Supervisor), Jennifer Stoll (Grand Junction Sports Commission Executive Director), Dave Grossman (Epic Rides Event Director)

CALL TO ORDER: Jason called the meeting to order at 7:30 a.m.

APPROVAL OF MINUTES:

Meeting of July 9, 2015

Kirk made a motion to approve the minutes of the July 9th, 2015 meeting; Dan seconded the motion. Jodi abstained. The minutes were approved.

EPIC RIDES RECAP:

David Grossman, (Epic Rides Event Director) gave an overview of the Grand Junction Off-Road from the past few years. He showed a brief video of the bike ride and Art + Music Festival that was held in May. This was the 3rd year the event was held in Grand Junction. There were a total of 477 riders that signed up for the event as well as approximately 150 riders that participated but were not in the event. The event received global media coverage in the industry's top authoritative sources. The weekend event generated \$628,000 in estimated taxable revenues to the community. There were approximately 10,000 people downtown during the festival. Dave indicated that the future objectives include building attendance, further develop national and international attendance and media exposure for the event and the community. The event next year is scheduled for May 20-22. Dave presented information to the City Council at their workshop as well as the VCB. Dave has requested \$40,000 for support from the City of Grand Junction to help fund next year's event.

Robin stated that the Art + Music festival in conjunction with the Grand Junction Off-Road was fun but the art did not sell well. They have been discussing the possibility of an outdoor recreation festival instead of selling art for next year's festival.

POLICY ON EXPANDING THE BID:

Robin stated they are in the process of expanding the BID boundaries. The steering committee recommended that the 7th street corridor be petitioned into the BID. The Springhill Suites was not included in the BID, therefore, a petition has been sent to the owner. There was discussion on creating a plan on how to present the information to property owners, what areas to expand, what the BID wants to accomplish, and what the requirements of expanding the boundaries are. Dan recommended Robin and Allison prepare a proposal for expanding the BID and present it to the Board at a future meeting.

UPDATES:

Allison reported that the car show registration is online. Fuoco Motors and Colorauto are sponsoring the car show.

Robin stated that they she and Allison are starting to review the budget and will present it to the Board at the September 10th BID meeting.

Allison is working on a partnership with CMU. She indicated that October should be "Mav Month Downtown" to help promote the downtown area. CMU is purchasing banners for downtown. Robin and Allison will be attending move-in weekend at the CMU campus to invite student's downtown.

Shane Allerheiligen met with a cleaning company to power wash the sidewalks downtown. They will be power washing the sidewalks Sunday, August 16th. Any business can participate for a small fee.

ADJOURN:

Marty made a motion to adjourn; Jodi seconded the motion; the Board adjourned at 8:17 a.m.