

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, SEPTEMBER 10, 2015  
437 COLORADO AVENUE  
8:15 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:** Tim Moore, Kathy Portner, Vonda Bauer, Allison Blevins, Robin Brown

**GUESTS:** John Shaver (City Attorney), Jeffery Fleming (Land Advisor/Planner), JoAnn Seele (Skin Deep)

**CALL TO ORDER:** Jason called the meeting to order at 8:12 a.m.

**APPROVAL OF MINUTES:**

Meeting of August 13, 2015

*Jodi made a motion to approve the minutes of the August 13<sup>th</sup> meeting; Les seconded the motion. The minutes were approved.*

**2016 BUDGET PRESENTATION:**

By statute, the BID is required to submit an operating plan and proposed budget to City Council by September 30<sup>th</sup>. It will be reviewed by Council and can be revised if necessary.

Allison and Robin presented a rough draft of the 2016 proposed BID budget. They will present the final version at a special Board meeting on September 24, 2015.

The marketing and event budgets will be reduced in 2016. In 2015, \$30,000 was budgeted for sponsorships, however, the BID has only received \$17,000 so far this year. The BID lost a \$10,000 sponsorship from Bellco for the Farmers Market. Also the previous Marketing Director missed the deadline for a \$4,000 grant from the Art Commission. There were some changes made this year regarding staff. It was determined that the seasonal Event Staff and Events Coordinator be changed from independent contractors to employees. In 2014, their earnings were expensed out of the contract services and special events budget line items. In 2015, Robin's earnings have been expensed out of full-time salaries and the event staff earnings out of seasonal part-time. In 2016, Vonda's salary will be changed from 85% DDA and 15% BID to 75% DDA and 25% BID. This change will better reflect the duties that are being performed. Duncan suggested sending out the budget information a few days before the meeting in order to have adequate time to review it.

There was discussion regarding increasing the DDA contribution amount of \$27,500 to the BID to include the \$5,000 contribution for the Grand Junction Off-Road. Over the past few years the DDA has contributed the money, however, it is an event that the BID partners with. This would allow the funds to be expensed from the BID budget instead of the DDA budget. Marty suggested to recalculate the numbers and look at the net income to determine where funds might be available.

Allison stated that the BID would like to increase the special assessment tax by 5%. The form would need to be submitted to Mesa County by December 10, 2015 to be included on next year's taxes. Jason

recommended that if the Board is inclined to raise the assessment to include the amount into the budget for next year. This item will be put on the agenda for a special meeting in two weeks when the final budget is reviewed and approved. A request for a resolution will be prepared to approve the 5% increase. Marty suggested to provide future year projections.

**UPDATES:**

CMU Mav Month Downtown-CMU is purchasing two banners which will be placed on Main Street and 7<sup>th</sup> Street. The BID will receive some advertising on the CMU campus. Allison has not received a lot of response yet from the businesses. She will visit the businesses to see if they would offer discounts or have other ideas to promote Mav Month.

Sidewalk Sale – The sidewalk sale is tonight in conjunction with the Farmers Market. Most retailers are participating.

First Responders will also be at Farmers Market tonight. There will be a moment of silence in memory of September 11<sup>th</sup>.

Parade of Lights – Sorter Construction will not be sponsoring the event this year, however, Allison has received confirmation of a supporting sponsor for \$1500.00. She is trying to get another sponsor from FCI. The registration for the Parade of Lights can be completed online through our [downtowngj.org](http://downtowngj.org) website.

Car Show – The Car Show is scheduled for Saturday, September 26<sup>th</sup>. The registration fee was increased this year to cover the credit card processing fee, however, Robin received feedback that the fee was too high so it has been reduced from \$40.00 to \$30.00.

Allison stated that some merchants had indicated they would like to discuss ideas for Colorado Avenue. A meeting has been scheduled on Wednesday, September 16<sup>th</sup>, in the DDA/BID conference room.

Allison indicated that the BID has permission to paint the wall at the Adams Vacuum building which is located on 5<sup>th</sup> Street and Colorado. Marty suggested contacting the CMU Art Department to see if they would be interested in painting the wall as a class project.

**ADJOURN:**

*Stephan made a motion to adjourn; Kirk seconded the motion; the Board adjourned at 8:59 a.m.*