

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, NOVEMBER 12, 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

ABSENT: Stephan Schweissing

STAFF: Vonda Bauer, Robin Brown, John Schneiger

CALL TO ORDER: Jason called the meeting to order at 9:15 a.m.

APPROVAL OF MINUTES:

Meeting of October 08, 2015

Shane made a motion to approve the minutes of the October 8, 2015 meeting; Kirk seconded the motion; the minutes were approved.

FREE PARKING DOWNTOWN RECOMMENDATION:

Marty made a motion to recommend free parking for downtown through the month of December. Kirk seconded the motion. The motion was approved. Les opposed.

WEST SLOPE BEST SLOPE CAMPAIGN:

Robin stated that Allison was going to present the information but was not feeling well. This will be postponed until next month's meeting.

EVENT UPDATES:

Business Owners and Managers on Colorado Avenue have expressed their appreciation for the Christmas lights that were put on the trees by the City Parks & Recreation department. The DDA provided the funding for the lights.

Robin stated that a final budget has been agreed upon for the music festival next year. They are in the process of finalizing a memorandum of understanding between Epic Rides and the BID.

The annual Tree Lighting will be November 20th, at Wells Fargo Bank. Major Mortgage is the title sponsor for the event.

The Parade of Lights will be on December 5th. Townsquare Media is the media sponsorship. They will provide advertising, and a live feed of the parade.

The BID is working on a marketing campaign with Powderhorn. Powderhorn would like to install old ski lift chairs in place of the benches on Main Street. All Metals Welding will be installing bases on the chairs that will match the template of the current benches. The chairs will also be painted by artists. The Parks and Recreation department have agreed to install two ski lift chairs per block in place of the benches currently installed. The chairs will be installed in January and will stay in place for a couple of months.

Robin stated they are planning a meeting with the Art on the Corner Committee to discuss moving the AOTC installation from May to October, anticipating making it a part of a larger art festival that focuses on local artists instead of out of town artists. Robin indicated that she would like the Saturday night reception event to become a fund raising event that supports Art on the Corner, as well as, to get public interest in the entire project.

COMMITTEE UPDATES:

Robin stated that the steering committee decided since there are BID Directors now, the committee doesn't really serve a purpose anymore, however, meetings will be held that focus on specific issues. Robin and Allison will plan out the next year's meeting schedule and specify items that will be discussed at each of the meetings. A 2016 strategic plan has been prepared, therefore, the meetings will be matched regarding those goals. The BID members will be notified of the meeting schedule.

Robin indicated that the Downtowner's meetings will be held quarterly and are intended to be an event for providing information, networking, and socializing. They will continue to be held at businesses downtown.

ADJOURN:

Kirk made a motion to adjourn; Duncan seconded the motion; the board adjourned at 9:24 a.m.