

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, DECEMBER 10, 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, Robin Brown, Allison Blevins

**GUESTS:** John Shaver (City Attorney), Tim Moore (Interim City Manager), Kathy Portner (City Community Services Manager)

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

**APPROVAL OF MINUTES:**

Meeting of November 12, 2015

*Kirk made a motion to approve the minutes of the November 12, 2015 meeting; Jodi seconded the motion. The minutes were approved unanimously.*

**USA PRO CHALLENGE (ATTACHMENT)**

The 2016 USA Pro Challenge Committee submitted a letter to the DDA Board seeking a \$15,000 contribution and the opportunity to discuss in-kind involvement. The request came before the committee had raised any money. The funding commitments for the event will depend upon the race being granted. Local private businesses have pledged over \$100,000 in cash donations and the City Council has agreed to support up to \$50,000 in cash and an estimate of \$35,000 of in-kind support.

The bicycle race is scheduled for August 15-21, 2016. The USA Pro Challenge Committee would like to have the finish line in the downtown area.

The board discussed the USA Pro Cycling Challenge race and agreed that the event is important for the DDA & BID to be involved even though the BID doesn't have the funds to support the event. Robin stated that the BID's interest would be in-kind staffing, as opposed to helping financially. Marty had concerns that Robin and Allison currently work part-time so would they be able to provide support for the event without additional hours and still get their responsibilities done. Also, if additional hours are needed to help with the event, it would be additional compensation that would be a cost to the BID. Stephan agreed with Marty and stated that if additional hours are going to be required that Robin and Allison need to come back to the board with the approximate hours for approval.

Stephan stated that the letter submitted from the USA Pro Challenge Committee requesting financial support was to the DDA. He suggested that the funding request be discussed at the DDA meeting instead of the BID meeting.

After board discussion, it was recommended that the BID Executive Directors send a letter of support stating that if the event is downtown, they would be available to help.

### **3<sup>RD</sup> QUARTER SALES TAX REPORTS (ATTACHMENT)**

Allison provided 3<sup>rd</sup> Quarter Sales & Use Tax Reports that were generated from the City of Grand Junction. The report indicated that the Downtown District sales tax revenues has increased over the past 5 years. There was a slight decrease for miscellaneous retail sales tax revenues.

### **AVALON THEATER AND TWO RIVERS REPORT (ATTACHMENT)**

Allison attended an Avalon Theater Foundation board meeting on her own time. She stated that if and when they form the advisory committee, she would like for the BID to be involved.

A 2015 recap for the Avalon Theater and Two Rivers was provided. The report indicated that dinner and a movie attendance was up 80% over 2012 and downtown restaurant receipts were up 94%. Allison stated they would also like to include shopping and a movie.

### **EPIC RIDES CONTRACT**

There were concerns of what the BID's role will be for the event next year, as well as, the management relationship between the BID, the City, VCB, and Greater Grand Junction Sports Commission. John Shaver and Tim Moore will be attending a meeting at 10:00 a.m. today to discuss the race. There were questions concerning what the Sports Commission is and if it actually exists.

John Shaver is drafting a memorandum of understanding which will include designating one point of contact and outlining the roles for all the different entities. The BID and City's involvement would include promoting the event, street closures, management of the music, and providing the beer garden.

### **UPDATES**

Allison indicated that The Grand Junction Free Press is no longer in business so The Daily Sentinel will be publishing the 2016 Downtown Guide. The guide will be available by February 22<sup>nd</sup>.

Allison stated that the holiday advertising has been placed.

Robin will be going to Boise Idaho next week to meet with the Boise DDA office regarding their Events Center.

Robin indicated that the Parade of Lights had 92 floats this year. The parade lasted 2 hours and 15 minutes. The parade went very well with huge crowds.

Robin stated a report will be provided at the January meeting indicating the cost of each event in 2015.

A Downtowner's meeting will be scheduled in January. The meeting will be for fun and provide information and announcements.

### **ADJOURN:**

*Marty made a motion to adjourn; Kirk seconded the motion. The board adjourned at 8:18 a.m.*