



# **HORIZON DRIVE**

## **D i s t r i c t**

*Gateway to Grand Junction*

### **Minutes**

Regular Board Meeting of the Horizon Drive Business Improvement District

**January 20, 2016**

Horizon Drive District  
Conference Room

2764 Compass Drive #205, Grand Junction, CO 81506  
10:30am to 12:30pm

#### **Attendance:**

Brenda Brock  
Chuck Keller  
Bill Milius  
Jay Moss  
Darshann Ruckman

#### **Others:**

Barbara Bowman, Grand Junction Visitor & Convention Bureau  
Vara Kusal, HDD Manager  
Lee Cooper, Project Engineer, City of Grand Junction  
Kim Machado, Grand Junction Visitor & Convention Bureau  
Kathy Portner, Community Development, City of Grand Junction  
Dave Thornton, Principal Planner, City of Grand Junction  
Kim Williams, Executive Director of Marketing, Colorado Mesa University

**Call to Order:** The meeting was called to order at 10:31 am by Chuck Keller. Meeting was recorded. A quorum of board members was present.

**Consent Agenda:** The consent agenda, consisting of emailed documents (Minutes of Board Meeting of November 18, 2015; Treasurer's Report of December, 2015; Manager's Report December, 2015-January, 2016) were received by all board members. Approval of the entire consent agenda was moved by Jay Moss, seconded by Darshann Ruckman, and unanimously passed.

#### **Discussion and Action Items from prior meetings:**

Corridor Plan Update: Lee Cooper discussed planning for Phase 2. 30% plans should be complete by this summer. Grant funding possibilities include the Transportation Alternatives Program (TAP) through FHWA (Federal Highway Administration), Hazard Elimination grant through CDOT (Colorado Department of Transportation), and DOLA (Department of Local Affairs).

**VISIT THE DISTRICT**

[WWW.HORIZONDRIVEDISTRICT.COM](http://WWW.HORIZONDRIVEDISTRICT.COM)

**970.985.1833**

**2764 Compass Drive Suite 205, Grand Junction, CO 81506**

Phase 1 Landscaping Update: Ted has found some rocks that will work for the landscape design at a cost of \$9,000 to \$11,000. He has asked the quarry to hold them, but payment will be needed sooner rather than later to guarantee them for the project. Lighting fixtures for the horse sculptures have been quoted at \$500 each, for a total of \$8,000. Ted is shopping for a less expensive alternative. Ted is still working on the pedestrian lighting order and final price.

Software to illustrate Design Guidance: Ted is trying to get a price on production of a video imaging of Horizon Drive that could show different tree heights and sign heights. Our goal would be to have this by April or May.

Design Standards Update: The board discussed signage and optimum height to create human-scale. Current standards allow 40 foot sign height, which the board agreed is too high and more appropriate for a highway. With the above discussed software, 12-14 foot signage height could be illustrated. The preference is no more than 100 sq. ft. in size. An example given by Dave is the Courtyard by Marriott sign, which is 14.5 feet tall (including the base) and 60 sq. ft. Electronic signage was again discussed. It was suggested that allowed electronic signs be no larger than 50 sq. ft., with displays static in content, displayed for a minimum of 4 seconds, and have 1 second between changes in display.

**New Business:**

CMU Banners on Horizon Drive: Banners have not been allowed on streetlight poles owned by Excel Energy for the last few years, due to liability concerns. The City of Grand Junction has signed an agreement with Excel to allow banners on streetlight poles that have passed inspection by Excel. Now the City is working on developing a policy on how the program will be implemented. The banners must be installed by a company licensed through Excel.

CMU (Colorado Mesa University) has put together a marketing campaign utilizing banners on the Excel light poles. Kim Williams presented the CMU proposal and the inventory of light poles being evaluated by Excel for the banners. Barbara Bowman of the Visitor & Convention Bureau (VCB) gave the history of a prior banner program and indicated the VCB would like to participate in the new banner program as well to showcase major events like JUCO, etc.

Website update: The new website is under construction and should be completed in 60 days.

Highway signage: An estimate for repair of the damaged sign, reinforcement of all four signs, and possible future removal of the signs are in the works.

Officer elections: The following board members were elected unanimously as officers:

Jay Moss	President
Chuck Keller	Vice President
Bill Milius	Secretary
Darshann Ruckman	Treasurer

Next meeting: The next regular meeting will be held on February 17, 2016 at 10:30 a.m.

**Adjournment:**

All business before the Board being concluded, and with thanks to all, the meeting was adjourned at 12:07 p.m.

Horizon Drive District

By: \_\_\_\_\_  
Bill Milius, Secretary

Date: \_\_\_\_\_