

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
SUMMARY OF DDA/BID BOARD RETREAT
TUESDAY, JANUARY 19, 2016
437 COLORADO AVENUE
4:00 P.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, Kathy Portner (Interim DDA Director)

GUESTS: John Shaver (City Attorney), Tim Moore (Interim City Manager)

CALL TO ORDER: Jason called the meeting to order at 4:00 p.m.

INTRODUCTION/OVERVIEW:

There were many staffing changes over the past year which included Harry Weiss resigning in May; Diane Keliher retiring at the end of December and was replaced by Vonda Bauer; Allison Blevins replaced Aaron Hoffman who resigned in May 2015; and Robin Brown was previously considered a contract employee but was hired as a BID employee.

In July, the board decided to split the DDA/BID Executive Director position into separate positions. Robin and Allison became the BID Executive Co-Directors and there is one DDA Executive Director which is currently not filled. The DDA and BID share office space and staff.

John Shaver stated that from a legal perspective the DDA and BID are two separate entities. He suggested that there needs to be clear expectations of the staff and it would be beneficial to set goals for budget planning for the next three to five years.

BID 2015 REVIEW & 2016 STRATEGIC PLAN:

Allison and Robin reviewed the plan that they previously presented to the board in July 2015. The plan included the mission of the BID, their job descriptions, 2015 short-term goals, 2016 short-term goals, and BID long-term goals.

There was discussion regarding the Special Events Policy and Special Events Permit application process. A Special Event Permit application is filled out by the organization and then submitted to the City Community Development department to process. The application is sent to other departments including Parks & Recreation, Police Department, Traffic Department, and the DDA for their comments and concerns.

There has been concerns who should be responsible for administering the events that are being held downtown. In the past the DDA Director had been involved in the approval of the applications and events for downtown, however, since the DDA and BID are considered separate entities, it would make more sense for the BID to take on this role. The current Ordinance states that "The DDA shall review each permit application and shall determine if the application is complete".

Robin and Allison met with a committee of BID members to review and make recommendations for the Special Events Policy for Downtown. The final draft is awaiting final approval. The Special Events Policy is important in ensuring that the events are being run properly. Some issues in the past have been generators being used, improper parking and closure of the streets, as well as, limiting the number of activities within a 30 day period.

2016 DDA INFORMATION & STRATEGIC PLAN DISCUSSION:

Information was handed out which included the purpose of the DDA (from the bylaws), the purpose of the DDA/BID Board (from City website), and background information of the Plan of Development and the Greater Downtown Plan.

The DDA is operating under the 1981 Plan of Development (POD), which has been amended periodically to include additional properties and projects. The DDA participated with the City in the development of the Greater Downton Plan, which was adopted in 2013.

The Plan of Development is outdated but gives the DDA a lot of flexibility but either needs to be recreated or rewritten. Information from the current Plan of Development could still be utilized. Several items that are currently listed in the 1981 POD have been met. John stated that the statue indicates substantial modification to the POD would require a public hearing process.

The board discussed developing a strategic plan that would include measureable goals and strategies/objectives for achieving those goals, with specific projects, programs and policies to implement the plan. The plan would be reviewed annually as part of the budget review. Goals could be categorized into three major categories of:

1. Infrastructure/Amenities
2. Economic Development/Redevelopment/Revitalization
3. Activating Downtown

John stated that the DDA authorization will end in 2030 and will need to be renewed at that time. The DDA Board needs to have an end game in mind and incorporate that into the Plan of Development with milestones. The TIF is a funding mechanism for the DDA. The TIF doesn't change but what might change is how to spend the funds. The statute has a lot of flexibility. The sales tax portion is discretionary with the City Council.

Marty commented that the Board needs to set goals and objectives. Projects should be reviewed as to whether they increase property values and, thereby, the TIF, and should be prioritized based on the potential increase to the TIF.

There was board discussion regarding the Façade Grant Program and the possibility of providing funding to small business owners to help improve their property; possibly a business development fund.

RECAP AND DISCUSSION:

The general consensus of the board was to continue to work within the framework with the Plan of Development and develop an implementation strategy and work plan for 2016 and beyond. The DDA needs to define its purpose, set goals, and have sufficient milestones. Some goals would be to increase the TIF, blight elimination, economic development, and a plan of evaluation.

It was suggested that a Memorandum of Understanding or a formal agreement be written between the BID and DDA to clarify the roles of each entity, address the Art on the Corner program, event management policies, sharing office space, staff, and other resources. There was a recommendation that Downtown Colorado, Inc. might be a good resource to help facilitate this process and to see what services they might have to offer.

ADJOURN:

Les made a motion to adjourn; Jodi seconded the motion. The Board adjourned at 7:05 p.m.