



HORIZON DRIVE **District**

Gateway to Grand Junction

Minutes

Board Meeting of the Horizon Drive Business Improvement District

April 11, 2012

Horizon Drive District

2764 Compass Drive, #205, Grand Junction, CO 81506

10:00 a.m. to 12:00 p.m.

Attendance:

Jan Rohr
Bill Milius
Dale Reece
Brenda Brock
Jay Moss

Absent:

Clark Atkinson
Chuck Keller

Others:

Victoria Patsantaras, staff member for District
Jarrod Pearson, attorney for District
Linda Romer-Todd

Call to Order: The meeting was called to order at 10:05 a.m. by Jan Rohr. Minutes were taken by Victoria Patsantaras. A quorum (4) of Board Members is present.

Consent Agenda: The consent agenda, consisting of emailed documents: Minutes of Board Meeting of March 21, 2012, Treasurer's Report of March 31, 2012 and Staff report dated April 6, 2012, were received by all board members. Approval of the entire consent agenda was moved by Dale Reece, seconded by Brenda Brock and unanimously passed.

Routine Business:

Lightning Round. The Board chairman requested each person present give a short comment or update on the District and related matters.

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1. Board member outreach meetings. Updates provided by the board members on the outreach meetings they were assigned at March 21, 2012 meeting:

To be contacted personally to discuss the Corridor Improvement Project:

1. Errett Sechler – Lynne
2. John Moss – Jay
3. Dr. Merkel – Clark
4. Rocky Mntn HMO – Jan and Clark
5. Mesa University – Dale and Clark
6. Jack Waller – Chuck
7. PJ McGovern – Clark
8. Steve Hubbard – Brenda
9. Richard Tally – Chuck
10. Ed Baal and Laura Lehman – Lynn
11. Saul Forster

Brenda Brock met with Steve Hubbard, President of Western Health Care Alliance, A-1 Collections, etc., who own the 715 Horizon Drive building. Brenda reports that the meeting revealed general support with leering about a center median.

Victoria Patsantaras reports on a meeting she and Clark Atkinson had with Saul Forester, 737 Horizon Drive, owner and operator of Century 21 Real Estate. Mr. Forester was supportive of beautification and landscaping, concerns with center median and access.

Jay Moss reports that he met with and discussed general ideas concerning the street improvements with both John Moss, property owner, and Ken Basinger, franchisee operator, of the Taco Bell property.

Dale Reece states that he will work on getting in touch with Colorado Mesa University. Jay Moss also indicates that he knows Derrick Wagner of CMU. Both board members agree to try to schedule meetings to inform CMU of our plans.

Bill Milius indicates that he will work on contacting Dave Nichols, who is owner of the Grand Vista Hotel.

2. Staff report details. Victoria Patsantaras provides details for upcoming April 19, 2012 and May 23, 2012 public forum. Topics include:

- Notices for the meetings, by email and print, as well as personal calls and meetings.
- Progress on reserving location for May forum at Country Inn.
- Communications and preparing website for survey, designs and new press room page. Press push for April 19. Work with Cobb and Jay Moss re: same
- Request for a small budget for brand recognition items and use and re-use at the upcoming public forums

Board offers suggestions regarding additional notice efforts for the May forum, particularly that an invitation / notice be prepared on 11"x17" paper and posted in various Horizon businesses.

Authorization given to Victoria to purchase two sandwich board sign(s) (approx \$150 ea.) and a small quantity of sticky notes with the HDD brand, which are sourced by Cobb and are estimated at \$500. Other 'leave behind' or promotional items are deferred to the discussion of Communication Plan, which Jay Moss has agreed to assist with.

3. Appointment of Board Members. Updates concerning the City Council appointment of Bill Milius and Chuck Keller, who are re-appointed for four years, to April 2016. Jay Moss has been appointed to complete the remaining two years of the four year term of Lynne Sorlye, to April 2014.

Official recognition will occur at the next City Council meeting on April 18, 2012 at 7:00 p.m. , at the Mesa County hearing room (City Hall hearing room is under renovation).

4. Chamber of Commerce Business Walk. The walk is scheduled for April 13, 2012. Brenda Brock, Lynne Sorlye, Victoria Patsantaras and Jay Moss volunteer to participate.

5. CMU's report on undeveloped land. Brief discussion on the title of the report occurs. Victoria Patsantaras has received Clark Atkinson's input on the title. Jay Moss indicates he would be interested in clarifying the title. General consensus is to make the title reflective of both its' content and the fact that it is a supplement to the earlier Economic Impact Study. Follow up will occur with Jay and with Clark.

New Business:

1. 2011 Audit review. Bill Milius provides an update on the 2011 audit, which was emailed to all board members for their review prior to meeting. Bill and Victoria engaged with Mike Nelson, the auditor, to inquire on details and how better to prepare and execute the audit, the annual budget and other related items.

Jarrold Pearson comments on the preliminary auditor cover letter. Discussion occurs relative to the language used. Bill Milius requests that Jarrold make contact with Mike Nelson, and report before the next board meeting. Further discussion of the 2011 audit is tabled for the next meeting.

2. Communication Plan. At the suggestion of several board members and after indicating his willingness to do so, Jay Moss will undertake preparing a Communication Plan for the District. Jay will also facilitate a future meeting discussion related to outreach and brand recognition.

3. Upcoming meetings.

- **May 23, 2012.** Although not present today, in preparation for this meeting Clark Atkinson suggested the Board meet for one hour, following the May 23, 2012 public forum (from 11:30 a.m. to 2:30 p.m.) to discuss the results of the public forums and to provide direction to the designers. Those present are in agreement.
- **June 13, 2012.** Additionally, Clark Atkinson suggested that the Board cancel the regularly scheduled June 13, 2012 Board Meeting; those present are in agreement.

Adjournment:

Next meeting: **May 9, 2012** at the HDD office, 2764 Compass Drive, second floor conference room, 10:00 a.m. to 12:00 noon.

All business before the Board being concluded, and with thanks to all, the meeting is adjourned at 11:30 a.m.

Horizon Drive District

By: _____
Chuck Keller, Secretary

Date: _____