

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, MAY 12, 2016
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, Stephan Schweissing

ABSENT: Duncan Rowley, Kathy Portner

STAFF: Vonda Bauer, Allison Blevins, Robin Brown

GUESTS: John Shaver (City Attorney), Tim Moore (Interim City Manager), Greg Ruland (Reporter-The Daily Sentinel)

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

APPROVAL OF MINUTES:

Meeting of April 14, 2016

Jason stated that the last paragraph under “Leadership Committee Policy” needs to be modified to read: “After discussion, the consensus of the Board was to move forward with the **plan** (not policy) and send any recommendations and changes to Allison.

Marty made a motion to approve the minutes of the April 14, 2016 meeting with the above modification. Kirk seconded the motion. The minutes were approved unanimously.

UPDATES:

Downtown Music Festival

Robin stated that a meeting is scheduled this afternoon with staff to discuss the timeline of the event. Epic Rides has filled all four blocks with bike industry vendors and a kids area has been added this year.

Farmers’ Market

Robin stated that the music for Farmers’ Market has been booked and vendor applications have increased from last year.

Downtown Restroom

In order to help eliminate problems in the downtown restrooms, the Parks department has installed brighter lights and annoying music is being played inside the restrooms.

Art Festival Committee

Robin met with the Art Festival Committee on Tuesday night to discuss the Art Festival scheduled for Saturday, October 15, 2016. The events will be located in downtown businesses, vacant spaces, and Art Galleries. The Art Center has indicated they would like to have a pop-up gallery.

Leadership Committee

Robin stated that the formality of the Leadership Committee Policy was revised. BID members interested in serving on the Leadership Committee must fill out an application. Applications will be accepted until the committee is filled. The BID staff and the Leadership Committee will determine eligibility based on the needs of the committee and submit candidates to the BID Board of Directors for approval.

Sponsorships

Fuoco Motors will be the title sponsor for the Downtown Car Show. \$28,000 in sponsorships have been sold.

Other

DCI Conference:

Allison stated that Downtown Colorado Inc. would like to host their 2018 Annual Conference in Grand Junction. DCI is requesting a commitment of \$7,500 to help fund the conference. The money would not be expended until January 2018, however, they are asking for a commitment now. Allison spoke with Barb Bowman (Division Manager for the VCB), and she stated that the VCB has not committed to any funding at this time. DCI is asking for a response by May 18, 2016.

There was discussion indicating that the conference is great exposure for downtown. It was recommended that VCB should fund ½ of the request and the BID would fund the other ½. The BID funding would be subject to budget appropriation.

Marty made a motion to commit to funding \$3,750.00 for the 2018 DCI Annual Conference. Kirk seconded the motion. The motion was approved unanimously.

Sales Tax Reports:

The Sales Tax Revenue Report was distributed to the Board members. The report indicated the total sales tax for downtown was down 6.9%.

STRUGGLING DOWNTOWN BUSINESSES:

Allison spoke to multiple retailers and they indicated that business has been down this year. Allison stated that the DDA has renewed their membership with Downtown Colorado Inc. (DCI). She will be contacting them to see if they have any resources available.

BLUEPRINT 2.0 PLAN:

Robin stated that the Colorado Office of Economic Development & International Trade met with rural communities to discuss what kind of problems businesses were having and how they may be able to help. They heard similar themes in the communities they visited, therefore, a Blueprint 2.0 plan was formed to provide resources as a way to advance economic development priorities.

Grand Junction Economic Partnership (GJEP) organized a meeting with economic development partners. They determined the priorities in the community are tourism, promotion and development. At the meeting, Robin and Allison expressed interest in providing marketing outside the community, specifically in the downtown area. The BID has an opportunity to apply for assistance through the Tourism Promotion and Development initiative. The application deadline is June 1st, 2016.

ADJOURN: *Kirk made a motion to adjourn; Jodi seconded the motion. The meeting adjourned at 7:55 a.m.*