

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, JULY 28, 2016
437 COLORADO AVENUE
8:15 A.M.

PRESENT: Kirk Granum (Chair), Duncan Rowley (Vice-Chair), Shane Allerheiligen, Marty Chazen, Jason Farrington, Jodi Coleman-Niernberg, Dan Meyer

ABSENT: Tom Lacroix

STAFF: Vonda Bauer, Allison Blevins, Robin Brown, Kathy Portner

GUESTS: John Shaver (City Attorney), Mike Wiggins (The Daily Sentinel)

CALL TO ORDER: Kirk called the meeting to order at 8:30 a.m.

APPROVAL OF MINUTES:

Meeting of June 9, 2016

Jason made a motion to approve the minutes of the June 9, 2016 meeting; Jodi seconded the motion. The minutes were approved unanimously.

BUDGET REVIEW (attachment):

Allison and Robin presented an overview of the BID budget. Allison indicated that the BID assessments have been posted through May. The VCB approved an award for advertising for \$3,000 to the Downtown Music Festival, \$1,500 for the Downtown Car Show, and \$1,500 for the Downtown Art Festival. Epic Rides contributed \$17,500 to help fund the music at the Downtown Music Festival. Allison noted that the projected revenues for 2016 were \$313,449 and expenses were \$304,109. The projected net income for 2016 is \$9,340.

Robin distributed a spreadsheet of the Events Budget for 2016. She indicated that the Music Festival is the most expensive event. Overall, there has been an increase in sponsorships this year and staffing has been reduced significantly from last year. Jason indicated that the cost of seasonal staff should be included in the event budget totals.

There was Board discussion regarding the budget projections and concerns that the BID may use some of their reserves at the end of the year. Marty requested a more detailed list of the budget projections.

AMBASSADOR PROGRAM (attachment):

Allison spoke with Tim Walsworth, Executive Director for the Durango BID, regarding their Downtown Ambassador Program. Downtown Durango began having significant problems with panhandling and implemented their program in May, 2016. Allison distributed a proposal for the Downtown Grand Junction BID Ambassador Program which is based closely on the program implemented by the Downtown Durango BID.

The biggest goal of the program would be to have a friendly face on the street to greet locals and visitors, provide information, and promote the downtown. Ambassadors would receive training from the

Police Department to be good witnesses and to know how and when to report illegal activity in the Downtown area, the VCB would train ambassadors to assist visitors in finding attractions, dining and lodging, and the Downtown Office would train ambassadors on the Art on the Corner program as well as other downtown attractions. A lead ambassador would be responsible for scheduling and training of the ambassadors. The program would run from May through October, 7 days per week, 8 hours a day, in 4 hour shifts. The hourly wage would range from \$15.00 - \$17.00 per hour depending on the shift. The approximate cost of the program would be \$25,000 per year. Allison stated that she would like to implement the program next year, however, it will depend upon funding.

The Board discussed the homeless issue in the Downtown area and agreed that this would be a great program.

UPDATES:

Blueprint 2.0 Update

Allison stated that the BID was not awarded assistance from the Colorado Office of Economic Development, however, the Colorado Tourism office called and offered assistance through the CHAMP program. Allison distributed a handout explaining the CHAMP program. The Cultural, Heritage/Agritourism Mentor Program or CHAMP exists to stimulate the development of high-quality cultural, heritage and agricultural tourism experiences for travelers in Colorado. The program has offered, at no cost, 50 hours of peer-assistance for a marketing plan. Allison stated that this will be tied back to the previous request to the DDA for advertising and marketing assistance for the business owners.

Homeless Issues Update

This item was discussed above during the Ambassador Program discussion.

OTHER:

Shane stated that at a previous DDA meeting, a few business owners requested money from the DDA to help provide additional marketing and advertising to promote tourism Downtown. He suggested looking at the funding for next year. Shane indicated that his business, A Robin's Nest of Antiques, is currently doing a huge internet campaign in Denver and Salt Lake City and have also produced a commercial that is posted on Facebook.

There was discussion regarding creating a matching Fund Grant or Cooperative advertising which would be a combined effort with the businesses in sharing the cost of advertising. John Shaver indicated that any money funded by the DDA would have to be disbursed out of the operating fund, not the TIF fund.

ADJOURN:

Marty made a motion to adjourn; Jodi seconded the motion. The meeting adjourned at 9:07 a.m.