

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, AUGUST 11, 2016
437 COLORADO AVENUE
7:30 A.M.

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

ABSENT: Jason Farrington

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

GUESTS: John Shaver (City Attorney), Tim Moore (Deputy City Manager), Mike Wiggins (The Daily Sentinel)

CALL TO ORDER: Kirk called the meeting to order at 7:31 a.m.

APPROVAL OF MINUTES:

Meeting of July 28, 2016

Shane made a motion to approve the minutes of the July 28, 2016 meeting; Duncan seconded the motion. The minutes were approved unanimously.

HOLIDAY PARKING – Action Item:

Allison explained that every year the DDA/BID asks the City to vacate the parking for the holidays. Discussions with the downtown merchants concerning free parking indicate they agree with the free parking, however, employees tend to park on Main Street and close to the buildings. After discussions with Claire Stender (Parking Patrol Officer), the BID would like to recommend to the City Council to make every parking meter free during the holidays with the exception of parking by the City and County buildings. The two-hour free spaces on Main Street and in parking lots closest to the buildings will remain as two-hour free spaces, but will no longer be free all day. These spaces will be enforced and ticketed. However, first time offenders will be issued a warning ticket to help the public gain awareness of the new enforcement during holiday hours. Signage will also be installed to notify the public of this change.

Tom made a motion to approve the above parking recommendation to the City Council. Marty seconded the motion. The motion was approved unanimously.

BUDGET UPDATE:

Allison distributed an updated spreadsheet that included a more detailed list of the BID budget and projections for the upcoming events. The projected net income for 2016 is \$7,749. Budgeted sponsorships for 2016 is \$30,000 in which \$29,500 has been pledged. The Parade of Lights sponsorship has not been sold at this time. The five additional hours per week for Allison's position are not reflected in the spreadsheet. The 25% allocation of Vonda's salary will no longer be paid by the BID which also is not reflected in the spreadsheet. The DDA will pay 100% of her salary.

Marty had concerns regarding the \$9,935 loss from the Downtown Music Festival which is held in conjunction with the Epic Rides/Grand Junction Off Road event. Robin explained that the budget was reduced significantly this year, however, in order to increase revenue more beer and wine would need to be sold. Epic Rides contributed \$17,500 that is disbursed for the music. Robin also stated that City Manager Greg Caton is requesting that City host fees be disbursed out of the VCB marketing budget instead of asking other entities to help fund The Grand Junction Off Road event. If approved EPIC Rides would not request \$5,000 from the DDA.

ART FESTIVAL:

Robin explained that the Downtown Art Festival will be a non-traditional festival. There will be no road closures or vendors in the street. The BID will organize a schedule of events over a week-long period involving special exhibits, performances, and events happening in the Downtown area. The BID will help connect artists with participating businesses as well as organizations with vacant spaces to produce pop up galleries. The festival will be held October 7th and 8th. The Art on the Corner Temporary Exhibit will be installed during the Art Festival on Saturday, October 8, 2016 and will include a fundraising event in which all proceeds will go to maintaining the permanent collection. An Artist's reception will be held at the Avalon on the evening of October 8, 2016 to celebrate the new exhibit.

OTHER BUSINESS:

None

ADJOURN:

Jodi made a motion to adjourn; Duncan seconded the motion. The meeting adjourned at 8:00 a.m.