

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, SEPTEMBER 8, 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, Dan Meyer, Vance Wagner

ABSENT: Tom LaCroix

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

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

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

APPROVAL OF MINUTES:

Meeting of August 11, 2016

Jason made a motion to approve the minutes of the August 11, 2016 meeting; Shane seconded the motion. The minutes were approved unanimously.

BID DIRECTORS UPDATE: (EXECUTIVE SESSION)

The Board did not go into Executive Session.

Kirk stated that Robin submitted her resignation letter and her last day of employment is October 10, 2016. Due to Robin's resignation, the Board needs to discuss the options for her position.

Allison stated that she reviewed different rates and hours and recommended hiring an Event Planner, in 2017, to work 30 hours per week at \$20.00 per hour. The range for an Event Planner employed with the City of Grand Junction is \$19.63 to \$22.58 per hour. The 2017 budgeted amount reflects 30 hours per week for the position, although, the employee would work 25 hours per week to start. Allison explained that Robin was managing the Art on the Corner program, however, she recommended that the new DDA Director be responsible for overseeing the management of that program.

Duncan asked if the BID was going to hire another Co-Director since Robin is resigning. Kirk replied that the Event Planner would be a non-director level position, therefore, Allison would be the BID Director. Kirk stated that instead of having three Directors, there would only be two if the Board is comfortable with that. Jodi asked if the Events Planner would report directly to Allison. Kirk replied yes and also Allison's hours would not increase. Marty asked what the budget impact would be for an Event Planner. Allison explained that the proposed position for 30 hours per week with full family benefits would be approximately \$1,000 less than what was already being paid to Robin. Allison also indicated that with the help of current staff, the Tree Lighting Event and Parade of Lights would still be produced this year.

The Board discussed the possibility of subcontracting the events, however, there were concerns regarding an independent contractor vs. an employee. Allison stated that due to limited staffing, it

would be beneficial to have another staff member in the office to help with event marketing, selling gift cards, providing customer service, etc.

John recommended the Board discuss the budget prior to making any motion regarding the above recommendations.

Jodi stated that Robin has done an amazing job on all the events and it is unfortunate that she does not want to contract with the BID to continue managing the events. Jodi said Robin has been fantastic and the success of the events has been a great indicator of her hard work.

BID PRIORITIES DISCUSSION:

AMBASSADOR PROGRAM (attachment)

Allison stated that the Board had previously discussed and reviewed the proposal for the Downtown Grand Junction BID Ambassador Program. She recommended the program as a priority of the BID, however, funding will be needed to implement the program.

Allison presented an overview of the proposed program. 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. Staffing would run from May through October, 7 days per week, 8 hours a day, in 4 hour shifts. The proposed hourly wage would be \$15.00 - \$17.00 per hour. The approximate cost of the program would be \$25,000 per year.

Jason suggested making some revisions to the program and run a trial period for Fridays and Saturdays. Shane stated that he is in favor of the program, although, he agrees with Jason to try a temporary or one month trial period. He also stated that he would sponsor an ambassador for \$2,000. Marty suggested asking vendors to see if they would participate in a sponsorship program to help fund the program.

There was Board discussion regarding possibly utilizing volunteers. It was recommended that Allison contact the VCB to see if they would consider participating in and/or funding the program. The consensus of the Board is that the Ambassador program would be beneficial, however, different options need to be explored for funding the program.

Duncan stated that he attended a meeting with City Manager Greg Caton regarding the funding for two additional police officers for the downtown area. Two additional full-time police officers would cost approximately \$200,000.

SPECIAL ASSESSMENT INCREASE:

Allison explained there has not been a BID special assessment increase since 2013. Her recommendation to the Board was to increase the assessment by 5%. This change would increase revenue approximately \$7,000 per year.

The Board discussed the importance of promoting downtown and the possibility of implementing programs like the Ambassador Program, CPTED, and CHAMP.

Jodi made a motion to implement the 5% increase for the BID assessment. Shane seconded the motion. The motion was approved unanimously.

CHAMP/TOURISM MARKETING: (attachment)

Allison stated that the BID was approved to begin working with a CHAMP mentor to create a tourism marketing plan for Downtown. CHAMP awarded the BID 50 Mentor hours to develop the plan which should be completed by early December. Allison explained that additional funding would be needed to market outside the community. The advertising/marketing budget allocated for local marketing is currently \$75,000.

UPDATES:

2017 Budget Process

Allison distributed the budget for 2017. The 2017 BID Operating Plan and Budget are due to the City Clerk's office by September 30, 2016. After Board discussion, it was decided that a special meeting be held on September 22, 2016 to review and approve the budget.

Farmers Market

The Downtown Farmers Market ends on September 15, 2016.

Fall Produce Market

The Fall Produce Market, which is for farmers only, will run every Thursday from September 22, 2016 through October 27, 2016. The market will be held between 4th and 5th Streets on Colorado Avenue.

Car Show

The Car Show will be held on September 24, 2016. There are currently 60 registrations.

Art Festival

The Downtown Art Festival will be held on October 7th and 8th. The event 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 and provide marketing for the festival.

AOTC Reception

An Artist's reception will be held at the Avalon Theatre on the evening of October 8, 2016, at 6:00 p.m.

ADJOURN:

Marty made a motion to adjourn; Jodi seconded the motion. The meeting adjourned at 8:43 a.m.