

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, OCTOBER 13, 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, Vance Wagner

STAFF: Vonda Bauer, Allison Blevins, Brandon Stam

GUESTS: John Shaver (City Attorney), Greg Caton (City Manager), Tim Moore (Deputy City Manager), Kathy Portner (Community Services Manager), Scott Hockins (Special Projects Manager) Bennett Boeschstein (City Councilmember)

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

APPROVAL OF MINUTES:

Special Meeting of September 22, 2016

Jodi made a motion to approve the minutes of the September 22, 2016 special meeting; Duncan seconded the motion. The minutes were approved unanimously.

BID INCLUSION FOR 401 COLORADO AVENUE:

The property owners of 401 Colorado Avenue submitted a petition to opt into the BID.

Shane made a motion to accept the BID petition from 401 Colorado Avenue property. Duncan seconded the motion. The motion was approved unanimously.

PARKING COMMITTEE UPDATE & RECOMMENDATIONS (Attachment):

Allison explained that several months ago a Parking Task Force Committee was formed to discuss the management of the parking system in the Downtown area. The members of the committee were Dan, Marty, Shane, and Allison.

A study was previously provided, by Walker Parking Consultants, regarding parking in the Downtown area in relation to a future Event Center. The study indicated there was adequate parking, however, there were several other areas that would need to be addressed.

In 2015 the City of Grand Junction approached the DDA/BID staff to consider taking over the management of the parking system in the Downtown area. After several discussions, the committee determined that the City should continue to manage the parking system.

A draft of the Downtown Parking System recommendations was distributed to the Board. Some of the recommendations included the following:

Updated Technology

- Implement a mobile payment system for all existing parking meters.
- The system will allow merchants to gift parking time to their customers as a shopping incentive.

Employee Parking

- Identify and implement a parking lot(s) for employee parking and offer monthly or yearly parking passes at a discounted or possibly free rate.

Holiday Parking

- Enforce all non-metered, two-hour parking in the Downtown core.
- Only bagged meters will be free.
- Issue warning tickets to first time offenders.
- Promote via press releases, television interviews, newspaper and radio ads, and social media.

Parking Rates

- Raise 10 hour meters from \$.10/hour to \$.25/hour.
- Continue to offer passes for 10 hour meters.
- Reevaluate hot-spot areas and possibly convert some 10 hour spaces to 4 hour spaces.

DDA/BID Participation

- Leave the ownership, operation, and enforcement of the Downtown parking system with the City.
- Implement an advisory/management role for the BID and/or DDA Director(s) to directly influence the parking system and practices and/or institute a management committee for the parking system with participation by the DDA and BID Directors.
- The BID would market/advertise the parking system with a stipend from the Parking Enterprise Fund to pay for marketing costs directly associated with parking.

Enforcement

- Extend enforcement hours to 5 p.m. on weekdays.
- Hire another part-time enforcement officer or take non-parking duties off the Parking Service Technician's plate and shift the position to assisting with enforcement.

Rollout Phases

Year 1:

- Complete a pilot program with Park X.
- Advertise the new system adequately.
- Implement an employee parking lot.
- Raise rates to \$.25/hour at the 10 hour meters.

Year 2:

- Implement mobile payments permanently.
- With the revenue increase from the mobile payment pilot program, upgrade ticket writer/back end software.
- Consider adding a new enforcement officer.

Other Future Options

- Implement pay stations for all two-hour, non-Main Street spaces.
- Pay stations will be programmed to accept coins and credit cards.
- Continue to offer free parking on Main Street.
- Implement License Plate Recognition (LPR).

Allison explained that the program gives customers the opportunity to pay with a credit card through their cell phone. There will be a \$.35 cent transaction fee charged each time the user uses their credit card. Park X would receive the revenue for that fee and the City would receive the full parking revenue minus the fee.

Scott Hockins stated that he has written a memo to City Manager Greg Caton outlining some of the recommendations to help keep parking sustainable. At the first of the year, staff will review the plan and make any necessary changes.

Greg Caton explained that the City was waiting for the completion of the DDA's recommendation and then at the first of the year discuss outreaching to the Downtown businesses regarding managing parking Downtown.

Marty made a motion to accept the report and forward it to the City. Tom seconded the motion. The motion was approved unanimously.

UPDATES: There were none.

ADJOURN: *Jodi made a motion to adjourn; Jason seconded the motion. The meeting adjourned at 7:45 a.m.*