



HORIZON DRIVE

D i s t r i c t

Gateway to Grand Junction

Minutes

Regular Board Meeting of the Horizon Drive Business Improvement District

September 21, 2016

Horizon Drive District

Conference Room

2764 Compass Drive #205, Grand Junction, CO 81506

10:30am to 12:30pm

Attendance:

Brenda Brock
Chuck Keller
Bill Milius
Jay Moss
Jan Rohr
Darshann Ruckman

Others:

Bennett Boeschstein, Grand Junction City Council
Barbara Bowman, Visitor & Convention Bureau
Greg Caton, Grand Junction City Council
Ted Ciavonne, Ciavonne, Roberts & Assoc.
Vara Kusal, HDD Manager
Trent Prall, City of Grand Junction
Mike Russell, HDD counsel
Brad Taylor, Visitor & Convention Bureau

Call to Order: The meeting was called to order at 10:30 am by Jay Moss. Meeting was recorded. A quorum of board members was present.

Consent Agenda: The consent agenda, consisting of emailed documents (Minutes of Board Meeting of July 20, 2016; Treasurer's Reports of July, 2016 and August, 2016; Manager's Reports of August, 2016 and September, 2016; Fall, 2016 Newsletter) were received by all board members. Approval of the entire consent agenda was moved by Darshann Ruckman, seconded by Chuck Keller, and unanimously passed.

New Business:

Lodging Tax Increase: Barbara Bowman and Brad Taylor, representing the Visitor & Convention Bureau, presented information about an issue that may be on the April 2017 ballot to increase the lodging tax. The tax has not been increased since the 1989 and is currently at 3%. They would like to see this

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increase used exclusively to promote tourism in the Grand Valley , enable the VCB to advertise to some new marketing segments, and compete with other Colorado communities such as Aspen, Ft. Collins, Snowmass, etc.. They are gathering stakeholder input before determining the exact ballot question and the amount of increase that will be palatable to visitors. They will be meeting with hoteliers, tour companies, and other stakeholders as they consider the exact details of the ballot initiative. Greg Caton shared his experience in other communities that have spent money on marketing and received a worthwhile return on the investment. Since lodging in the Grand Valley is currently doing well, Greg said the timing might be good to propose a lodging tax increase. Jan Rohr made a motion that, conditioned on us receiving more information as to exact details, the board of the Horizon Drive BID supports an increase in lodging tax to be used to promote tourism in the Grand Valley. The motion was seconded by Darshann Ruckman and passed unanimously.

Discussion and Action Items from prior meetings:

Corridor Improvement Project (CIP): Jay Moss gave a PowerPoint presentation about the District, its history, the corridor improvement project, and future goals to bring new City Manager Greg Caton up to speed. Greg shared the steps he has been taking to get to know our community and its unique challenges.

Design Update and 3D imaging plan: Ted has received a bid for the 3D imaging video that will help illustrate design standards to stakeholders. This project will cost an estimated \$10,000: \$7200 for production of the video and \$2800 for coordination and design input from Ciavonne, Roberts & Assoc. Chuck Keller made a motion that we go forward with the 3D video; Darshann Ruckman seconded the motion, and it passed unanimously.

Next meeting. The next regular meeting will be held on October 19, 2016 at 10:30 a.m.

Adjournment:

All business before the Board being concluded, and with thanks to all, the meeting was adjourned at 12:35 p.m.

Horizon Drive District

By: _____
Bill Milius, Secretary

Date: _____