

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, NOVEMBER 10, 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)

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

APPROVAL OF MINUTES:

Meeting of October 13, 2016

Tom made a motion to approve the minutes of the October 13, 2016 meeting; Duncan seconded the motion. The minutes were approved unanimously.

BUDGET UPDATE (ATTACHMENT)

Allison explained that this year's Farmers Market and Music Festival events cost approximately \$8,000 more than originally budgeted, therefore, marketing will be reduced. She is still working on getting a title sponsorship (\$3,000) and a supporting sponsorship (\$1,500) for the Parade of Lights.

The Gift Card program is a way of bringing people downtown to shop, however, it does cost a minimal amount to the BID to run the program.

In order to reduce costs in 2017, Farmers Market entertainment will be decreased and the Downtown Police Program should decrease the cost of security.

UPDATES:

EPIC RIDES

Allison explained that the BID will not be able to use the City's liquor license for the Downtown Music Festival and Off-Road event that will be held in May, 2017. She spoke with John Shaver and Tom LaCroix regarding the BID becoming a non-profit, however, it was decided that the BID is not a good fit for a non-profit organization. Allison will talk with a non-profit organization to see if they would be interested in producing the beer garden. The organization would receive the profits, however, they may sponsor one of the music stages. Allison will also talk with Epic Rides in regards to booking more vendors in order to receive additional revenue for the event. The event was approximately a \$10,000 loss for the BID this year.

TREE LIGHTING

The Downtown Tree Lighting is sponsored by Enstrom Candies and will be held next Friday, November 16, 2016 at 5:15 p.m.

PARADE OF LIGHTS

The Parade of Lights is scheduled for December 3, 2016, starting at 5:00 p.m.

ASSESSMENT UPDATE

The BID assessment has been billed and submitted to the Mesa County Assessor's office.

BUDGET PRESENTAION AT COUNIL WORKSHOP 11/14

The BID Operating Plan and Budget will be presented at the City Council workshop on Monday, November 14, 2016 and will then go before Council for approval on November 16, 2016.

COUNCIL MEETING SMALL BUSINESS SATURDAY, BUDGET APPROVAL 11/16

City Council will be issuing a proclamation for Small Business Saturday, which will be held on November 26, 2016, at their City Council meeting on November 16, 2016.

ADJOURN: *Jason made a motion to adjourn; Tom seconded the motion. The meeting adjourned at 7:50 a.m.*