

GRAND JUNCTION CITY COUNCIL WORKSHOP SUMMARY
November 14, 2016 – Noticed Agenda Attached

Meeting Convened: 5:30 p.m. in the City Hall Auditorium

Meeting Adjourned: 7:05 p.m.

City Council Members present: All Councilmembers

Staff present: Caton, Shaver, McInnis, Hazelhurst, Romero, Schoeber, Nordine, and Tuin

Also: Allison Blevins, Brandon Stam, Vara Kusal, and Jay Moss

Council President Norris called the meeting to order.

Agenda Topic 1. Horizon Drive Association (HDABID) Operating Plan and Budget

Jay Moss, (HDABID) Board President, thanked Council for the City's support and partnership on Phase I of the Horizon Drive Corridor Improvements Project and said they are looking forward to Phase II which City Engineers are currently working on; he described the planned improvements to be completed in Phases II and III. Mr. Moss then reviewed the 2017 HDABID budget noting it will be the same amount as 2016, the District's 2017 mill levy will be reduced to compensate for special ownership taxes that were incorrectly calculated (varies from year to year) and collected over the past few years (City Attorney Shaver explained this is the cleanest way to deal with the TABOR overage and Vara Kusal, HDABID Manager, said District members are pleased with the improvements and the HDABID said the reduction will help maintain that goodwill), and their debt service to the City will be paid over the next seven years.

Councilmember Chazen expressed concern that the fund balance will get too low due to the mill levy reduction. Mr. Moss said the balance will begin rebuilding in 2017.

Councilmember Chazen then read one of the HDABID goals stating the HDABID would provide development and/or improvement plan incentives and asked if these were in place. Mr. Moss explained over \$9.5 million in capital expenditure improvements have been invested into the District and they are also working to increase the District's size, and improve signage and infrastructure. They are looking into a match program similar to the North Avenue Revitalization Commercial Catalyst Grants.

Councilmember Boeschenstein congratulated Mr. Moss on the District's progress. He then asked what the time frame is to install banners and the bike trail. Mr. Moss said there is no specific timeline for either of these projects, but they are currently working on both of them.

Council President Norris encouraged Mr. Moss to ask the HDABID Board to seek approval to keep future TABOR overages since so much needs to be done in the District. Mr. Moss said he will bring it up at their January 2017 meeting.

Agenda Topic 2. Downtown Grand Junction Business Improvement District's (BID) 2016 Budget Report and 2017 Summary and Budget

BID Executive Director Allison Blevins handed out "West Slope, Best Slope" stickers and reviewed the history of the separation of the BID from the Downtown Grand Junction Development Authority. Ms. Blevins said in 2016 the BID Board voted to raise the District's assessment by 5% (the maximum allowed by State Statute) which will increase the Board's budget by \$7,000, streamlined their marketing strategy using social media, texting, and Regal Cinemas ads, began the "West Slope, Best Slope" campaign, and improved member engagement by offering information sessions, asking for feedback, and providing new business welcome packets. Ms. Blevins then gave a recap of their events, the events budget, and said the BID is projected to break even in 2016 (2015 event costs were over budget). She also listed upcoming holiday events.

Councilmember Kennedy asked what accounted for the increase in event revenue. Ms. Blevins said there was an increase in the number of vendors for the Farmer's Markets and Car Show. Ms. Blevins mentioned the BID would no longer be using the City's liquor license for event Beer Gardens, but rather seek a non-profit organization to apply for a Special Event Permit and host the Beer Gardens. City Attorney Shaver said another option would be to pursue an Entertainment District Liquor License.

Councilmember Chazen commented on the positive contributions Ms. Blevins has made to the BID.

Councilmember McArthur asked what the Marketing Credit Card Fees covered. Ms. Blevins said it is the cost of the Downtown Gift Cards.

Councilmember Boeschstein suggested creating an Art District. Ms. Blevins said it is an option the BID plans to look into.

Ms. Blevins said the BID's 2017 Goals are to: create an event sponsorship program; establish an ambassador program; rewrite the special event policy; expand member engagement; and grow the Shop Local campaign to include storytelling. She then thanked Council for the PILT (payment in lieu of taxes) saying it is very helpful.

Agenda Topic 3. Downtown Development Authority (DDA) 2016 Budget Recap and 2017 Budget Projection

Brandon Stam, the DDA's new Executive Director, updated Council on the following: Parking Garage End Cap development, the regeneration plans for White Hall and R-5 High School, reestablishing a good working relationship with the BID and identifying key areas of focus. Mr. Stam said the DDA's operating expenses are basic and noted the 2016 expenses are lower since a Director was not in place most of the year. He gave highlights of the Capital (203) Fund: they are on track to use all of the \$70,000 in the Façade Grant Program, the \$500,000 expenditure was for the R-5 land acquisition, the Contingency Reserves were used for Las Colonias Amphitheater, the 611 Fund reflected an \$80,000 drop in sales tax (TIF – tax increment financing), and there is \$2.4 million in reserve.

Mr. Stam talked about the pilot program that increased police support in the downtown area and said the addition of the two officers will become permanent in 2017.

City Manager Caton further explained the DDA has two TIF's, one for property tax and the other for sales tax (50% will be utilized for the downtown police program). Merchants gave positive feedback and homeless and vagrancy issues were improved with the pilot program. These positions are in addition to the other Public Safety positions that were added to the 2017 City Budget.

There was discussion regarding the hours the officers would be most beneficial. Deputy Police Chief Mike Nordine said the officers would be scheduled mid-morning to early evening, but their hours would flex as needed. The patrol area will include Whitman Park, but focus mainly on the downtown core.

City Manager Caton said a joint (City, DDA, and BID) news release will be made regarding the program, but not until closer to its implementation. Mr. Stam added it will be paired with the BID's new Ambassador Program. Councilmember Taggart suggested this program, as well as the regeneration plans for White Hall and R-5, be marketed well.

City Manager Caton noted these line items in the City's 2017 Budget will be updated and presented at the December 7th Regular Meeting.

Councilmember Boeschstein thanked Mr. Stam for all the DDA has done and expressed his concern regarding Whitman Park, the Museum of the Western Colorado, and homeless and vagrancy issues.

Agenda Topic 4. Next Workshop Topics

City Manager Caton said the Event Center Feasibility and Analysis and Two River Convention Center (TRCC) RFP (request for proposal) is scheduled to be discuss on December 5th and the Broadband Market Research Report is scheduled for December 19th.

Councilmember Kennedy asked that the TRCC/Avalon Theatre revenue split be included in the information presented on the 5th and Councilmember Traylor Smith asked that the proposed improvements to TRCC also be addressed.

Councilmember Boeschstein suggested adding information on the Ute/Pitkin/6 & 50 reconstruction and how it will affect the surrounding properties.

City Manager Caton said that topic should be addressed separately, but added CDOT (Colorado Department of Transportation) is planning to soften the 1st Street/Pitkin Avenue/Ute Avenue corner.

Councilmember Taggart noted there is a Joint City/County Meeting on December 12th and suggested they discuss what services could be shared. He also suggested Council look for City services that should be shifted to the private sector. All agreed.

City Manager Caton will create a list of what programs the City/County is working together on for discussion at the upcoming meeting. He also suggested exploring privatization of solid waste. Councilmember McArthur said the idea of privatizing of solid waste was raised before.

Agenda Topic 5. Other Business

2017 Budget - City Manager Caton asked if there are any modification regarding Solid Waste, Mesa Land Trust (MLT), and Municipal Court they be turned in so that information can be finalized for the December 7th Budget presentation.

Solid Waste: After further discussion with the County there will be a \$.50 monthly Solid Waste increase.

Mesa Land Trust: MLT issued a memo providing information on how they would like to use City funds.

Council President Norris recapped the MLT memo stating they would use the funds for Monument Road trail connections and the Lunch Loop parking lot.

Councilmember Chazen said the memo did not address his concerns regarding the possibility of conservation easements. City Manager Caton said he is confident, after conversations with Rob Bleiberg, Executive Director of MLT, that no conservation easements are involved and noted the memo says, regarding the Monument Road Trail “no Federally funded conservation easements are involved in the multi-use trail”. City Manager Caton will follow up to confirm.

Municipal Court: It was decided to discuss this at the Pre-Meeting on the 16th.

With no further business, the meeting was adjourned.

**GRAND JUNCTION CITY COUNCIL
MONDAY, NOVEMBER 14, 2016**

**PRE-MEETING (DINNER) 5:00 P.M. ADMINISTRATION CONFERENCE ROOM
WORKSHOP, 5:30 P.M.
CITY HALL AUDITORIUM
250 N. 5TH STREET**

To become the most livable community west of the Rockies by 2025

1. [Horizon Drive Association Operating Plan and Budget](#)
2. [Downtown Grand Junction Business Improvement District's 2016 Budget Report and 2017 Summary and Budget](#)
3. [Downtown Development Authority 2016 Budget Recap and 2017 Budget Projection](#)
4. Next Workshop Topics
5. Other Business