

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, DECEMBER 8, 2016  
437 COLORADO AVENUE  
7:30 A.M.

**PRESENT:** Kirk Granum (Chair), Duncan Rowley (Vice-Chair), Shane Allerheiligen, Marty Chazen, Tom LaCroix, Dan Meyer, Vance Wagner

**ABSENT:** Jason Farrington, Jodi Coleman-Niernberg

**STAFF:** Vonda Bauer, Allison Blevins, Brandon Stam

**GUESTS:** John Shaver (City Attorney), Bennett Boeschstein (City Councilmember)

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

**APPROVAL OF MINUTES:**

Meeting of November 10, 2016

*Tom made a motion to approve the minutes of the November 10 2016 meeting; Marty seconded the motion. The minutes were approved unanimously.*

**QUARTER SALES TAX REPORT (attachment):**

Allison distributed the 3<sup>rd</sup> Quarter Sales Tax Report that was provided by the City of Grand Junction. She explained that restaurants are doing great, however, retail sales are down.

Allison stated that the marketing campaign for 2017 will be "Shop Local". She explained that when you shop local 65% of your dollars stays in the local economy; if you shop at a local chain (Target or Walmart) 40% of your dollar stays in the community; and 0% if you shop online.

The Board discussed possible reasons for the decrease in sales tax which included online sales and the energy industry.

**UPDATES:**

Event Coordinator Position

The Event Coordinator Position closed on November 30, 2016. Seventy-five applicants applied for the position. Of the 75 applicants, 22 will be interviewed by phone and 8 candidates will be selected for in person interviews.

Tree Lighting

The Tree Lighting was held on Friday, November 16, 2016.

Parade of Lights

The Parade of Lights was held on December 3, 2016. There were approximately 85 entries. Allison thanked Dan (Bank of Colorado) for purchasing the title sponsorship. Also a big thank you to Tom Ziola and the Parks Department for picking up the trash after the parade was over.

Small Business Saturday

Small Business Saturday was held on November 16, 2016. Allison received positive feedback from businesses.

**OTHER BUSINESS:**

Allison stated that there have been discussions regarding expanding the BID, however, when the economy is struggling it is difficult to discuss with business owners that they would be required to pay extra for petitioning into the BID.

Vance had concerns regarding the Downtown Gift Card program and why it was not processed through a local bank. Allison explained that she was not employed by the BID at that time, however, if the BID decides to change the program local banks will be contacted.

**ADJOURN:**

*Shane made a motion to adjourn; Duncan seconded the motion. The meeting adjourned at 8:00 a.m.*