

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MINUTES  
THURSDAY, FEBRUARY 23, 2017  
750 MAIN STREET  
7:30 A.M.

**PRESENT:** Kirk Granum (Chair), Duncan Rowley (Vice-Chair), Shane Allerheiligen, Jodi Coleman-Niernberg, Jason Farrington, Tom LaCroix

**ABSENT:** Marty Chazen, Dan Meyer, Vance Wagner

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

**CITY STAFF:** John Shaver (City Attorney), Greg Caton (City Manager), Bennett Boeschstein (City Councilmember)

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

**APPROVAL OF MINUTES:**

Meeting of February 9, 2017

The approval of the February 9th, 2017 minutes were deferred due to the absence of Board members that attended the meeting.

**RESOLUTION SUPPORTING CITY BALLOT ISSUE 2A (attachment)**

Brandon distributed a Resolution, on behalf of the DDA, in support of City ballot measure 2A regarding a possible ¼% City sales tax increase.

After Board discussion it was determined that the Resolution presented was consistent with the press release and ballot measure, however, there were two grammatical changes that needed to be corrected.

Shane made a motion to approve the Resolution. Jodi seconded the motion. The motion was approved unanimously.

**BOARD RETREAT SUMMARY NOTES (attachment)**

**Goals and Action Steps**

The Board Retreat summary notes were distributed to the Board members.

Brandon stated that in order to manage Board meetings more efficiently, he would be the contact person and will make the determination of those who would like to be placed on the DDA agenda.

On the first page, in the last paragraph of the Retreat Summary Notes, agencies were identified for the DDA/BID to foster relationships and partnerships. There was a recommendation to include Mesa County and combine the Visitor and Convention Bureau with the City of Grand Junction.

The following recommended goals and actions steps were reviewed:

Economic Vitality

- Re-design website.
- Integrate GIS tools into website to market vacant properties in downtown.
- Develop grant programs (building enhancement grants, change of use grants, etc.).
- Incorporate business development partners into downtown business development activities and potential programs for attracting customers (pop-up shops, workshops, etc.).
- Host informational sessions for downtown businesses on a variety of topics.
- Identify potential catalyst projects that could serve as an economic driver.
- Identify unique historic assets that could be re-purposed as an economic driver (Train Depot).

Downtown Vibrancy and Identity

- Continue work to brand Downtown as a unique hub.
- Creative Arts District and Blueprint programs to increase prominence and visibility of Downtown arts and cultural activity.
- Continued marketing efforts and partnerships to showcase Downtown Grand Junction.
- A fully supported and thriving Art on the Corner program through partnerships with the Parks Department and Art Center.

Pedestrian Environment

- Expanded Wayfinding
- Identify ways to connect downtown corridors with other community assets in order to increase traffic flow to and from downtown.
- Implement a Downtown Ambassador program.

Brandon stated that the Plan of Development (POD) needs to be modified to better reflect current conditions along with potential actions.

There was discussion regarding developing additional grant programs similar to the Façade Grant program. This would be an opportunity to develop grants that better reflect the challenges of downtown development which might include building enhancement grants, sewage grants, etc. Each grant would be reviewed on a case by case basis based upon determined criteria. There was also a recommendation to eliminate the \$10,000 cap per project for the Façade Grant program. The amount currently budgeted for Special Projects is \$70,000.

**PUBLIC COMMENTS:**

None

**OTHER BUSINESS:**

None

**ADJOURN:** *Jodi made a motion to adjourn; Jason seconded the motion. The meeting adjourned at 9:02 a.m.*