

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, JULY 13, 2017  
750 MAIN STREET  
7:30 A.M.

**PRESENT:** Kirk Granum (Chair), Duncan Rowley (Vice-Chair), Jodi Coleman-Niernberg, Jason Farrington, Tom LaCroix, Dan Meyer, Phyllis Norris, Doug Simons Jr., Vance Wagner

**STAFF:** Vonda Bauer, Allison Blevins, Caitlyn Love, 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 June 8, 2017

*Duncan made a motion to approve the minutes of the June 8th 2017 meeting; Jason seconded the motion. Jodi, Tom, and Dan abstained. The minutes were approved.*

**BOARD APPOINTMENTS**

*Jason made a motion to nominate and appoint Kirk for Board Chair. Vance seconded the motion; the motion was approved unanimously.*

*Kirk made a motion to nominate and appoint Duncan for Vice-Chair. Dan seconded the motion; the motion was approved unanimously.*

**JARVIS PROPERTY PETITION**

The City of Grand Junction has agreed to petition the Jarvis property into the Business Improvement District. Currently the City is going through a subdivision process and a subdivision plat will be recorded, however, all of the descriptions haven't been completed for Lot 6 of the Jarvis property.

*Tom made a motion to accept the Jarvis property and conditional Lot 6 of the Jarvis property into the Business Improvement District when the City completes the subdivision process. Jodi seconded the motion. The motion was approved unanimously.*

**BUDGET ADJUSTMENT FOR INCREASED STAFF HOURS**

Allison recommended increasing Caitlyn's (Event Coordinator) hours from part-time to full-time due to the increased workload. This change would also be beneficial for office coverage. The increase in labor & benefits would be approximately \$7,000 for the remainder of 2017 and \$14,000 for 2018.

*Phyllis made a motion to increase the Event Coordinator position from part-time to full-time. Jodi seconded the motion. The motion was approved unanimously.*

**2018 BUDGET PROCESS & PRELIMINARY REVIEW**

The preliminary BID budget for 2018 and recommended budget amendments for 2017 were distributed. The 2018 BID budget is due to City Council by September 30, 2017. Allison stated that she will be unable to attend the September 14<sup>th</sup> BID Board meeting, therefore, she would like to have the budget finalized and approved at the August 10<sup>th</sup> BID meeting.

#### 2017 recommended changes:

- Increasing Caitlyn's hours from part-time to full-time.
- Additional \$3,000 to produce the Tour de Rock event. This will be a joint event with CMU in addition to the Rock Slide sponsoring the event. The event will be held during the last Farmers Market on September 14<sup>th</sup> and will include a concert. CMU students will be encouraged to ride their bikes downtown via the 10<sup>th</sup> street bike path.
- Horizon Sunrise Rotary produced the beer garden, therefore, the BID received \$3,714 from Horizon Sunrise Rotary as a sponsorship for the Music Festival.
- Epic Rides secured a \$4,000 title sponsorship for the music festival from Four Peaks Brewery.

#### 2018 recommended changes:

- Added \$6,000 to License/Permit revenue line item for Outdoor Dining Leases, sidewalk permits, etc. The DDA previously managed the permitting, however, the BID has taken over that role therefore the revenue will be transferred from the DDA to the BID.

Allison stated that the BID will probably produce the 4<sup>th</sup> of July parade next year, however, at this time revenue and expenses have not been included in the budget. The intent is to receive sponsorships to help support the cost of the event.

The Board discussed the possibility of increasing the BID Special Assessment by 5%. There was also discussion regarding how the DDA and City PILT amounts are calculated. There will be more discussion on these items at the next meeting.

#### **CHAMP REPORT**

Allison distributed a Marketing/PR Plan for Downtown that was prepared by Beth Buehler (a marketing expert with Buehler Communications, Inc.) and herself. A grant was provided to prepare the plan by Colorado Tourism. The plan focuses on marketing outside the community. VCB and the BID are working closely to implement the plan. There will be more information available at the next board meeting.

#### **UPDATES:**

##### Farmers Market Update

Caitlyn stated that Farmers Market attendance is going well. There have been \$808 redeemed to date for Snap and Double Up vouchers.

##### KAFM Update

Allison will be hosting a monthly show with KAFM which will feature Downtown businesses. The show will start in August, the 2<sup>nd</sup> Wednesday of each month, at 12:30 p.m.

##### New Businesses

Seventeen new businesses have already opened in 2017. New businesses that will be opening soon include:

- Omnia Gallery (next to the Avalon)
- Kidoodles (Sentinel Square building)
- Heaven Scent (Fox Building)
- Thai Number 9 (7<sup>th</sup> Street)
- Cendera Funding (634 Main Street)
- Mutual Friends Skate Shop (400 block of Colorado)
- The Jesters Court (moving to 600 block of Main St and changing their name to Board Fox Games)

**ADJOURN: Tom made a motion to adjourn; Phyllis seconded the motion. The meeting adjourned at 8:08 a.m.**