

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
TUESDAY, OCTOBER 17, 2017
750 MAIN STREET
8:15 A.M.

PRESENT: Duncan Rowley (Chair), Tom LaCroix, Dan Meyer, Phyllis Norris, Doug Simons Jr., (via phone)

ABSENT: Jodi Coleman-Niernberg, Jason Farrington, Vance Wagner

STAFF: Vonda Bauer, Allison Blevins, Brandon Stam

GUESTS: John Shaver (City Attorney)

CALL TO ORDER: Duncan called the meeting to order at 7:54 a.m.

APPROVAL OF MINUTES:

Meeting of August 24, 2017

Tom made a motion to approve the minutes of the August 24th, 2017 meeting. Dan seconded the motion. The motion was approved unanimously.

BID BOARD CHAIR/VICE CHAIR DISCUSSION

Tom made a motion for Duncan to serve as Chair. Phyllis seconded the motion. The motion was approved unanimously.

Tom made a motion for Jodi to serve as Vice-Chair. Phyllis seconded the motion. The motion was approved unanimously.

PARADE OF LIGHTS TOWING

Allison explained that in 2014 the Board recommended that the BID authorize the towing of cars during the Parade of Lights as an ongoing policy. Twice a year the BID asks the City Council for permission to tow vehicles during the Parade of Lights and the Grand Junction Off Road events. Allison suggested that the Board recommend to City Council that an Ordinance be created giving the BID authority to authorize towing for all Downtown events. Allison stated that she and John Shaver discussed the issues of towing and John recommended to propose an Ordinance for City Council's consideration that would delegate the authority to the BID.

There was Board discussion regarding authorizing the BID to approve towing at Downtown events and to provide better signage during designated events.

The consensus of the Board was to recommend to City Council an Ordinance that would authorize the BID to tow cars when needed during events.

HOLIDAY PARKING

Two meetings were held with Downtown businesses and Greg Caton (City Manager) to discuss holiday parking. The businesses that attended the meeting recommended that free holiday parking no longer be

available. Allison stated that rather than give free holiday parking the revenue received from the meters could be donated to a charity nominated by the businesses.

The consensus of the Board was to recommend the Downtown Holiday Parking Request to donate revenue to a charity to City Council on November 1st, 2017.

GJPD SAFETY/VAGRANCY MEETING UPDATES

Allison stated there have been some issues with the 500 block breezeway. She met with Dustin and Addison (Downtown Police Officers) regarding these issues and they recommended scheduling a meeting with the Downtown business owners so they could express their concerns. Two meetings were held last week and only three business owners showed up at each meeting. Allison expressed that member engagement continues to be her biggest challenge. She indicated that the issues are being addressed and will inform the business owners that they need to call the non-emergency phone number when issues arise Downtown.

DISTRICT SALES TAX REPORTS

Downtown District Sales Tax reports, provided by the City Finance Department, were distributed to the Board.

The 2016 4th Quarter revenue indicated an increase from last year of 13.6% in the “Downtown District Miscellaneous Retail” category. The 2016 annual revenues indicated that restaurants and retail are down slightly. The 2017 1st and 2nd quarter revenue reports indicated that restaurant sales have increased and retail sales have decreased.

Allison explained that the DDA/BID previously hosted a conference with Downtown Colorado Inc., however, many retailers did not attend the conference. Allison reviewed the many participation opportunities that have been provided to help promote businesses which include Shop Local campaign, promotion for Friday after 5, and cooperative advertising opportunities (bus benches, TV commercials).

UPDATES

Ambassador Report

There was a wrap up meeting with the Downtown Ambassadors at the end of September. The volunteers provided positive feedback about their experience. The BID supported the program which included the graphic design for their logo, t-shirts, and contributed to lunch. The BID’s cost for the program was approximately \$1,000.

Event Report

Caitlyn was unable to attend the meeting, however, she prepared a report that provided information regarding the events. The report was distributed to the Board members.

Special Event Permitting for Downtown Area

Allison stated that after reviewing the Ordinance regarding Special Event Permitting for the Downtown area, the Ordinance delegates the DDA as the permitting agency, however, the City of Grand Junction’s Planning Department has been maintaining the requirements for special events and has overseen the issuance of permits for special events in the Downtown area. Although the Ordinance states the DDA is the permitting agency, Allison expressed that it would make sense to change the Ordinance to delegate the BID as the permitting agency since the BID staff provides input and feedback for events downtown.

Allison also stated that the City was not charging the \$100 permitting fee prescribed in the Ordinance, however, the BID would begin charging the fee for permit overview to help cover staff time.

The new procedures for Special Event Permitting will be implemented soon. Allison explained that currently food trucks are not allowed to park in the public right-of-way unless there is a special event. Changes to how food trucks are managed would be beneficial.

Event Safety Concerns

A meeting will be scheduled with the Chief of Police as well as other Police Department staff to develop a safety plan which will be required for all Downtown events.

New Businesses to Downtown

- Goat and Clover Tavern is a restaurant located at 336 Main Street
- Mutual Friends is a skate shop located at 429 Colorado Avenue
- Heaven Scent sells handcrafted soaps, hand creams, etc. located at 326 Main Street

Governor's Conference on Tourism (Oct 25-27)

Grand Junction will be hosting the Colorado Governor's Tourism Conference on October 25th through October 27th at Two Rivers Convention Center. There are expected to be 500-600 attendees attending the event. The Opening Reception will take place at the Avalon Theatre on October 25th from 5 to 6:30 pm. The BID will have a booth at the event.

ADJOURN:

Tom made a motion to adjourn; Phyllis seconded the motion. The motion was approved. The meeting adjourned at 8:40 a.m.