

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD MINUTES
THURSDAY, FEBRUARY 8, 2018
750 MAIN STREET
8:15 A.M.

PRESENT: Jodi Coleman-Niernberg (Vice-Chair), Jason Farrington, Tom LaCroix, Dan Meyer, Phyllis Norris, Doug Simons Jr., Vance Wagner, Aaron Young

ABSENT: Duncan Rowley

DDA/BID STAFF: Vonda Bauer, Brandon Stam, Allison Blevins, Caitlyn Love

CITY STAFF: John Shaver (City Attorney)

GUESTS: Robert Bray (CEO-Bray Real Estate), Theresa Englbrecht (Commercial Broker-Bray Real Estate)

CALL TO ORDER: Jodi called the meeting to order at 8:10 a.m.

APPROVAL OF MINUTES:

Meeting of January 25, 2018

Jason made a motion to approve the January 25, 2018 minutes; Dan seconded the motion. The motion was approved.

PRESENTATION BY BRAY-MARKET UPDATE

Robert Bray, CEO of Bray Real Estate, gave a presentation showing the trends of the real estate market.

The following topics were discussed:

- Homes Sold in Mesa County By Year
- Mesa County Median Sales Price
- Average Months of Inventory
- 200 Year Historical Interest Rate Chart
- Historical Rates on 30-Year Fixed-Rate Mortgages
- Mesa County Building Permit Activity
- Foreclosure Filings (All Property types)
- Mesa County Foreclosures

Theresa Englbrecht, Commercial Broker at Bray Real Estate), gave an analysis and overview of the commercial sales in 2017. Theresa explained that in 2017 approximately 36% were User sales, which may allow for job expansion.

UPDATES

Board Retreat

The DDA/BID Board Retreat is scheduled for Wednesday, February 21, 2018 from 9:00 a.m. - 1:00 p.m. The Retreat will be held at SpringHill Suites located at 236 Main Street. Lunch will be provided. Bill Vrettos, Principal of Will Corporation Consultants, will be the facilitator for the Retreat.

Topics that will be discussed are:

- ✓ Review 2017 Goals
- ✓ Discuss 2018 Goals (short term and long term)
- ✓ DDA/BID Organizational Structure
- ✓ Board and staff expectations, communication techniques

WiFi and security cameras

32 Waves has completed the installation of Wifi along Main Street, between 3rd and 7th streets. The free public Downtown WiFi is available to visitors for a two-hour session between the hours of 8:00 a.m. and 8:00 p.m.

There has been discussion regarding 32 Waves installing security cameras on the shade shelters pending City approval of a license agreement. The cameras would deter vandalism of the WiFi equipment on the shade shelters. The license agreement would clarify the equipment is owned by 32 Waves and the DDA or City would not be liable for any open records requests. Footage would still be accessible to the Police Department if needed.

Brandon is working on a draft document that would allow businesses to purchase security cameras through a matching grant program similar to the Horizon BID. When completed it will be brought back to the Board for review.

Creative District

The Colorado Creative District is a program offered through Colorado Creative Industries (CCI), which is a division of the Colorado Office of Economic Development. Grant opportunities are available through CCI. The funding helps increase marketing dollars including signage along the State Highways. Grant recipients will be required to submit a final report annually.

Brandon explained that there has been a task force working on creating a Creative District for the Downtown area. Downtown Grand Junction would be the applicant for the grant. One of the requirements of the grant is to have \$10,000 that is allocated towards arts creative work. The Downtown Development Authority currently allocates \$28,000 towards the Art on the Corner Program.

If the grant is awarded there would need to be a more formalized committee created to manage the program.

The consensus of the Board was for Brandon to move forward with Downtown Grand Junction as applicant for Creative District Certification.

Meetings

Brandon attended a DCI Meeting and Colorado Preservation, Inc. Conference in Denver. Brandon stated that DDA's from Colorado have been meeting quarterly. This is a good opportunity to look at other programs that other DDA's have to offer. Downtown Colorado Inc. has assisted to create a more formal group to help educate the public about DDA's and develop a best practices guide for in Colorado based upon input from the various DDA's.

The Colorado Preservation, Inc. Conference included educational sessions and workshops about historic preservation and historic tax credit programs. Brandon attended a tour of the Fruitdale School Lofts in

Wheatridge, Colorado. The site is a rehabilitation of a historic building that has been turned into apartments.

Jason thanked Brandon for his efforts in working with Downtown Colorado Inc.

Former Jarvis Property

The proposed name for the former Jarvis Property will be River Front at Dos Rios. At the City Council Workshop Councilmembers reviewed the initial site plan for the 60 acre area which will include residential, commercial, industrial and mixed use. The Downtown Development Authority, developers, business owners, and residents were involved in the sessions to give their input for the future of the site.

R-5 Update

The preliminary subdivision development application was submitted to the City of Grand Junction.

Las Colonias

Las Colonias Development Corporation (LCDC) was created to oversee activities at the business park. Their first meeting will be held today, February 8th. Four of the five-member Board have been selected which includes Phyllis Norris (City Councilmember), Brandon Stam (Downtown Development Authority Director), Robin Brown (Grand Junction Economic Partnership Director), and Thaddeus Shrader (Bonsai Design). Once the 5th member is selected the LCDC will manage the subleases and execute the development program in the best interests of the City and DDA.

Brandon will look at future meetings to discuss LCDC role and have GJEP available to discuss marketing efforts to attract businesses.

OTHER BUSINESS

Brandon recommended formalizing the process when selecting potential projects based upon areas that the DDA identifies. There will be more discussion on this topic at the Board Retreat.

PUBLIC COMMENTS

None

ADJOURN

Vance made a motion to adjourn; Dan seconded the motion. The meeting adjourned at 9:06 a.m.