

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, FEBRUARY 8, 2018
750 MAIN STREET
7:30 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, Allison Blevins, Caitlyn Love, Brandon Stam

CITY STAFF: John Shaver (City Attorney)

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

APPROVAL OF MINUTES:

Meeting of December 14, 2017

Tom made a motion to approve the December 14, 2017 minutes; Jason seconded the motion. The motion was approved.

2017 BID YEAR IN REVIEW PRESENTATION

Allison presented the BID 2017 Year in Review and explained some of the highlights which included:

Organization: - The BID partnered with the DDA and Downtown Colorado Inc. to host a mini conference. A Champ grant was awarded through the Colorado Tourism Office with a comprehensive plan for marketing to tourists. The leadership committee continues to meet monthly giving direction on the daily operations of the BID.

Marketing: - The BID launched a Shop Local campaign, educating the public about the benefits of shopping and eating local. Business owner's stories were featured on the Downtown radio show, our blog and Facebook as well as in the Out and About section of the Daily Sentinel. 30,000 Downtown Guidebooks were printed. A co-op marketing program was created which allowed businesses to stretch their marketing dollars. In 2017 gift cards sold amounted to \$79,801.

Parking: - A parking mobile app was launched by the City. There were several meter modifications and increases in parking meter rates. Free Parking was no longer available during the holidays, however, a portion of the revenue received (\$14,000) was donated to the United Way.

Downtown Safety and Friendliness: - There have been many positive changes in the Downtown area since the implementation of the Downtown Police Officers, which in part were funded by Downtown Grand Junction. City of Grand Junction Parks Department organized and implemented a volunteer Downtown Ambassador Program. Downtown Grand Junction supported the program by providing training, uniforms, and graphics.

Events: - Downtown events went well this year. The Grand Junction Off-Road and Downtown Music Festival was a great success. Horizon Sunrise Rotary managed the beer garden. Farmers' Market had 112 vendors participating. The SNAP (formerly food stamps) and Double Up programs were implemented at

this year's market. A total \$4,500 was redeemed throughout the season. The Downtown Car Show had 169 car show entries. The Parade of Lights had 92 entries.

CMU: - The BID partnered with CMU for Mav Month, a free concert called Tour de Rock, and the final Downtown Farmers' was held at the CMU campus.

Finances: - The BID raised more money in 2017 through sponsorships than in many years. Two new properties were added to the BID district which will increase revenues in the following years.

2017 BID BUDGET OVERVIEW/WRAP UP

Allison provided an update of the BID Budget. Sponsorships were \$44,790. Seasonal staff labor was lower than expected in 2017. Tour de Rock was a new event this year so funds were not allocated for that event in the budget. Total estimated net revenue for 2017 was \$16,471 with an estimated fund balance of \$29,192.

VACANT POSITION UPDATE

Allison turned in her letter of resignation effective March 2, 2018. Duncan has been developing a job description for the position considering the job was new to the organization. There will be more discussion regarding the position at a later date. Jodi thanked Allison for the wonderful job that she has done.

Allison commented that she cares about the organization and has enjoyed her time working for the organization and wants the BID to continue to succeed and do well.

UPDATES:

Sponsorships

Sponsorships are going well. Caitlyn has been assisting with securing sponsorships.

Restaurant Week

Downtown Restaurant Week will be March 19-25. Restaurants may participate in this promotion by partnering with \$250 plus a \$50 gift certificate to their restaurant. A restaurant "passport" will be created and diners can fill them up throughout the week and enter into a drawing to win a \$50 gift certificate from participating restaurants.

New Businesses

Raw Canvas, Gear Junction, and Uncanny Valley will be moving their businesses to bigger locations. Five new businesses will be opening soon Downtown.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN:

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