

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD MINUTES
THURSDAY, MARCH 22, 2018
750 MAIN STREET
7:30 A.M.

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

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

CITY STAFF: Greg Caton (City Manager)

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

APPROVAL OF MINUTES:

Meeting of March 8, 2018

Jason made a motion to approve the March 8, 2018 minutes; Tom seconded the motion. The motion was approved.

DISCUSSION OF ORGANIZATIONAL STRUCTURE FOR DOWNTOWN PARTNERSHIP

There were Downtown constituents present that wanted to discuss the organizational structure, therefore, the agenda was adjusted to provide public comments at the beginning of the meeting.

Duncan stated that Allison and Brandon informed him in December that the organizational structure wasn't working well. Communication between the two of them was the biggest struggle. He explained that the organization has limited staff, with only four employees, and has been operating as two separate organizations. In 2015 the organizational structure was changed to include two Executive Co-Directors for the BID and one Executive Director for the DDA. In 2016 Robin Brown resigned, therefore, the BID operated under one Executive Director and an Event Coordinator was hired instead of another BID Director. The organization is currently in need of finding a replacement for the BID Director or Marketing and Communication position.

PUBLIC COMMENTS

Constituents present were:

- Cheryl Lucas and Steve Jennings – Crystal Books & Gifts
- Jolynn Kelly – Fat Cat Pottery
- Kris Meil – Gelato Junction
- Chris Brown – Brown Cycles, LLC
- Maria Rainsdon- Pinnacle Venue Services

Several businesses expressed their concerns regarding the vacant BID position. They were concerned that if the Communication and Marketing position reverts back to the previous organizational structure, under the DDA Executive Director, that Downtown merchants would not be represented well and there would be no accountability. The merchants also stated they appreciate the time and energy staff provides for marketing and producing events.

Maria Rainsdon, General Manager of Two Rivers Convention Center (TRCC) and the Avalon Theatre, explained that she interacts with the DDA and the BID staff and stated that the organizational structure is very important. Maria oversees many departments and gives her employees the authority to make decisions and manage their own departments even though she is ultimately responsible.

CONTINUED DISCUSSION OF ORGANIZATIONAL STRUCTURE FOR DOWNTOWN PARTNERSHIP

The Board discussed the advantages and disadvantages of having one Director for the DDA and BID. If one Director is selected for the Downtown Partnership, the Communication and Marketing position would still interact with the Board and be able to attend City Council meetings. The BID relies on subsidies from the DDA and the City of Grand Junction, therefore, it is not economically viable to separate the two organizations. There was a recommendation to structure the BID meetings to include feedback from the merchants through the BID Manager, however, the Executive Director would be responsible for hiring staff, management, and budget. A Leadership Committee was created for businesses to have a voice within the downtown community for topics such as events, marketing issues, ideas, etc.

Phyllis made a motion to change the structure and have a Downtown Partnership Director that would oversee the DDA and BID and the BID position would report directly to the Downtown Partnership Director. The BID position would still give updates to the Board on BID events and issues. Aaron seconded the motion. The motion failed.

After the motion failed there was additional discussion with a consensus that the organizational structure should be changed to one Director for the Downtown Partnership. There were concerns if the DDA Board moved to adopt a resolution to appoint a Downtown Partnership Director, a Special BID meeting would need to be scheduled to adopt the same resolution. Duncan will discuss with John Shaver on how to proceed.

Jason moved that the DDA Board would adopt a resolution that the current DDA Executive Director position would serve as the Downtown Partnership Director. The Downtown Partnership consists of the DDA and BID which would now be under one Director. The DDA Board also moves that the BID position would report to the Downtown Partnership Director contingent on legal counsel from City Attorney John Shaver. Phyllis seconded the motion. The motion was approved. Dan opposed. Tom left the meeting prior to the motion being voted on.

A Special BID meeting will be held to discuss the organizational structure and to vote on a Resolution to appoint the Downtown Partnership Director to oversee the DDA and BID. The meeting is scheduled for Monday, March 26, 2018, at 7:30 a.m., at the Downtown office located at 437 Colorado Avenue.

EXECUTIVE SESSION

The Board did not convene into Executive Session.

ADJOURN

There being no further business, Vance made a motion to adjourn; Doug seconded the motion. The meeting adjourned at 9:05 a.m.