



HORIZON DRIVE

District

Gateway to Grand Junction

Official Minutes

Board Meeting of the Horizon Drive Business Improvement District

May 9, 2012

Horizon Drive District

2764 Compass Drive, #205, Grand Junction, CO 81506

10:00 a.m. to 12:00 p.m.

Attendance:

Jan Rohr
Bill Milius
Dale Reece
Brenda Brock
Jay Moss
Chuck Keller

Absent:

Clark Atkinson

Others:

Victoria Patsantaras, staff member for District

Call to Order: The meeting was called to order at 10:05 a.m. by Jan Rohr. Minutes were taken by Victoria Patsantaras. A quorum (4) of Board Members is present.

Consent Agenda: The consent agenda, consisting of emailed documents: Minutes of Board Meeting of April 11, 2012, Treasurer's Report of April 30, 2012 and Staff report dated May 2, 2012, were received by all board members. Approval of the entire consent agenda was moved by Brenda Brock, seconded by Jay Moss and unanimously passed.

Routine Business:

Lightning Round. The meeting chairman requested each person present give a short comment or update on the District and related matters.

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1. Outreach meetings. Updates were provided by Victoria Patsantaras regarding outreach meetings with interested community people and property owners to date. Staff requested board input on the approach preferred for outreach, as some properties may be more impacted than others, and property owners may not be receptive to the changes. Do Board members want to participate in meeting these property owners? How many board members personally know the list provided with staff report, which totals about 36 property owners who directly access off Horizon Drive? Of the 36, nine or ten have had a face-to-face contact, to date. Discussion occurred. Direction and response to this question is deferred to May 23, 2012.

2. Staff report details. Items of detail are selected from the staff report.

A. Victoria Patsantaras requests board input on mural cleaning: volunteers, supplies or contract cleaning. The City Parks department coordinates the efforts, and usually requests reimbursement or a cost share. It was agreed between the Board members present that the District has committed to keep the mural clean. Several board members volunteer to assist with the 'scrubbing', and Victoria will keep them updated on the schedule.

B. Victoria provides details for upcoming May 23, 2012 public forum, to be held at Country Inn, 718 Horizon Drive, and requests impressions from the last meeting. Topics or conclusions include:

- Overall, Board is pleased with the result of April 19, 2012. The set up and information was organized and accurate. The number of attendees was higher than several board members expected.
- Board members working in the HDD area report increased public awareness of the HDD and the recent efforts.
- Suggest additions and changes to the power point presentation. Focus more on beautification and revitalization. Add more information on roundabouts, like a case study.
- Express appreciation to City Staff for taking the time to be at the meeting.
- Continue reaching out to the District businesses and property owners by personal meetings and emails. "Get them to the meeting, and we will go forward from there."
- Sandwich board sign and the sticky note 'gifts' have arrived. Will use the sign at May 23, 2012 meeting. Stick note 'gifts' for face to face meetings.

3. Audit for 2011. With Jarrod Pearson's assistance, Bill Milius and Victoria have a template in hand to create a management overview letter for the 2011 audit. The template and standards accompanying it are complicated, but Bill and Victoria will work on the letter and submit it to the auditor before the end June, which is when the audit needs to be completed. Further discussion of the 2011 audit, and approval thereof, is tabled for the next meeting.

New Business:

1. Communication Plan. Beginning at approximately 11:20, Jay Moss presents an overview of the 2012 Communication Plan for the District. After a power point presentation, those present discuss and question concerning brand, communications, budget and other aspects unique to Horizon Drive District.

Jay is invited to further develop the Communication Plan, pursuing the effort as his time allows, and present at the July board meeting.

2. Upcoming meetings.

- **May 23, 2012.** Following the May 23, 2012 public forum (from 11:30 a.m. to 2:30 p.m.) the board will discuss the results of the public forums and to provide direction to the designers.
- **June 13, 2012.** Cancelled.
- **July 11, 2012.** Next regularly scheduled Board Meeting at the HDD office, 2764 Compass Drive, second floor conference room, 10:00 a.m. to 12:00 noon.

Adjournment:

All business before the Board being concluded, and with thanks to all, the meeting is adjourned at 12:10 p.m.

Horizon Drive District

By: _____
Chuck Keller, Secretary

Date: _____