

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, OCTOBER 11, 2018
131 N 6TH STREET
7:30 A.M.

PRESENT: Duncan Rowley (Chair), Doug Simons Jr. (Vice-Chair), Jason Farrington, Tom LaCroix, Dan Meyer, Phyllis Norris, Maria Rainsdon, Vance Wagner

ABSENT: Josh Niernberg

STAFF: Caitlyn Love, Rykel Menor, Brandon Stam, Vonda Bauer was absent.

CITY STAFF: John Shaver (City Attorney), Greg Caton (City Manager)

CALL TO ORDER: Duncan called the meeting to order at 7:35 a.m.

APPROVAL OF MINUTES:

Meeting of September 13, 2018

Phyllis made a motion to approve the September 13, 2018 minutes; Jason seconded the motion. The motion was approved.

BID BUDGET

Brandon presented the 2019 proposed BID budget and recapped the 2018 activity.

2018 BID Activity Snapshot

- First ever Restaurant Week (partnered with Visit Grand Junction)
- Added 6 new sponsorship opportunities for 2018 event support-totaling \$10,000
- Sold all but one \$500 sponsorship for the 2018 season
- Converted Art Festival into a street festival
- Fostered new partnerships for event

2018 By the Numbers

City Sales Tax Reports indicated the following:

- 5.9% increase in 2018 District revenues over 2017
- 15.1% increase in District revenues over 5 years
- 6.2% annual increase for restaurants and bars and 3.8% for retail (Citywide)
- Annual increase in sales tax and lodging tax revenue with a steady increase over five year period

2018 BID Revenue & Expenses (through September 2018)

2018 revenues are \$315,587 which includes sponsorships, vendor fees, DDA/City contribution, special assessment, and miscellaneous expenses. 2018 expenses are \$312,931 which includes personnel, event production, marketing, and miscellaneous expenses.

2019 Proposed BID Revenues & Expenses

2019 proposed revenues are \$365,569 which includes sponsorships, vendor fees, DDA/City contribution, special assessment, and miscellaneous expenses. 2019 proposed expenses are \$324,166 which includes personnel, event production, marketing, and miscellaneous expenses.

2019 BID Budget Highlights

- Increasing sponsorships and vendor event revenue
- Grants and other funding opportunities
- Digital marketing and partnerships
- Education and Awareness
- Wayfinding
- Reinvest in the BID operating supplies

BID Fund Balance Summary

- 2017 \$18,747
- 2018 \$21,403
- 2019 Projected \$62,806

Vance made a motion to approve the budget for 2019. Tom seconded the motion. The motion was approved unanimously.

UPDATES

Event Recap and Upcoming Events

Rykel provided an event recap and upcoming events:

- Art Festival kicked off on Friday October 5th during First Friday. The festival continued on Saturday, October 6th. There were local artists and vendors as well as live demonstrations and performances. A new addition this year was the 'Electric Art' (traffic signal boxes on 4th and 5th) being painted. Even though it rained there were many positive comments about the festival. The Art Festival Committee restricted the artists to Mesa County residents only, however, next year the parameter will be expanded.
- The Art on the Corner (AOTC) Reception was held on Friday evening October 5th. There were 83 submissions received this year and 16 were selected. Volunteers from FCI and AOTC Committee members installed the pieces on Saturday morning.
- Spooktacular will be held on October 27th from 3:00 pm to 5:00 pm.
- Downtown Tree Lighting will be held on Friday, November 16th from 5:00 pm to 7:00 pm.
- Small Business Saturday will be held November 24th.
- Parade of Lights will be held on Saturday, December 1st at 5:00 pm. Scott Iles has offered to help coordinate the event due to his mother's passing.
- Annual Spirit of Christmas Walk will be held on Friday, December 7th. Downtown businesses will be open until 8:00 p.m.

DCI Event

Downtown Colorado, Inc. Institute will provide a workshop on Tuesday, October 23rd at the Avalon Theatre from 8:00 am to 11:00 am. Downtown businesses can attend the event for free. The focus areas will include Getting to Know You, Capitalizing on Foot Traffic, and Marketing your Weaknesses.

Social Media Classes and Marketing Co-op

Afton Meil (owner of Annelise Bridal Boutique) and Caitlyn are doing a series of three free classes for businesses. The classes will cover the following:

- How to Make Your Page Better
- How to Get More Followers
- How to Get Your Audience

Caitlyn stated that the Leadership Committee voted to remove the bus bench marketing co-op for next year and move to a social media marketing co-op. Businesses interested in this co-op will be required to have a minimum of a three month buy-in to advertise. The BID will contribute 50% for businesses that sign up between 3-6 months and 75% for more than 6 months.

OTHER BUSINESS

Downtown Grand Junction will look at ways to partner with Tour of the Moon and help improve the event.

PUBLIC COMMENTS

None

ADJOURN: There being no further business, Vance made a motion to adjourn; Doug seconded the motion. The meeting adjourned at 8:10 a.m.