

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, JULY 26, 2012
248 SOUTH 4TH STREET
7:30 A.M.

PRESENT: Peggy Page, Steve Thoms, PJ McGovern, Kevin Reimer, Jodi Coleman-Niernberg, Bennett Boeschenstein, Les Miller, Jason Farrington, Stephan Schweissing

GUESTS: Kirk Granum, Jack Ballenger, John Shaver

STAFF: Diane Keliher, Harry Weiss

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

APPROVAL OF MINUTES: Les made a motion to approve the minutes of the April 26th meeting; Kevin? seconded; minutes were approved.

QUARTERLY FINANCIAL REVIEW: It was decided by the DTA board that BID marketing expenses would be processed through the 711 (BID) fund. However, the BID budget was never formally amended. The Advertising line item includes Downtown promotion via radio, digital screens, social networking, etc. but does not include event advertising. The Downtown Association income statement as of June 30, 2012, shows the details of event expenses and income. The 2011 income statement for the same time period is included for comparison.

Art & Jazz Festival income is vendor fees plus beer and wine sales. This year's beer and wine sales were up and the expenses were less than anticipated. Farmers' Market income shows farmer and vendor prepayments with the expenses spread out over 15 weeks. The sponsorship of \$27,500 from ANB Bank was received in July. Sponsorships for the Art & Jazz Festival were \$3,750 from Wells Fargo Bank and \$3,500 from the Commission on Arts and Culture. Gift certificate transactions cross years with most sales in the last quarter of the fiscal year and most redemptions occurring in the first quarter of the following year. There is an expense in the BID/DDA Pass Through account of \$4,400 for a new truck for events. The BID or DDA will reimburse the DTA for that expense. Event Masters is a contract for Downtown events.

The DTA board intentionally budgeted a deficit to draw down its fund balance. Les asked if the event management contract is put out for bid. Peggy stated that the DTA board is happy with Event Masters' performance. PJ asked who insures the truck. Harry stated it is the DDA. Steve would like to see the balance sheets for funds 103,203 and 711.

UPDATES: The recent Downtowner meeting brought up vandalism issues in the 300 block. Due to the number of presidential election ad campaigns, Kathy will not advertise on television until closer to the Holiday season.

Harry mentioned that there are now new storm water regulations that allow merchants to be able to power wash their sidewalks. There is no City/Parks budget to maintain sidewalks. Should the BID be responsible for maintenance? John suggested that inmates or the community service program could help with clean up. Steve would like to see the property owners or merchants maintain the sidewalks in front of their buildings. John stated that would take a City ordinance. As it is now, everyone except Main Street occupants have to maintain their own sidewalks. PJ was not aware of the change in storm water rules and feels we need to get the word out.

ADJOURN: Peggy made a motion to adjourn; Les seconded; the board adjourned at 7:55 a.m.