

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, SEPTEMBER 27, 2012
248 SOUTH 4TH STREET
8:00 A.M.

PRESENT: Peggy Page, Kevin Reimer, Jodi Coleman-Niernberg, Bennett Boeschstein, Les Miller, Jason Farrington, Stephan Schweissing

ABSENT: PJ McGovern

STAFF: Diane Keliher, Kathy Dirks, Harry Weiss

CALL TO ORDER: Jodi called the meeting to order at 8:05 am.

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

2013 BUDGET REVIEW & APPROVAL: Harry prepared a spreadsheet that includes both BID funds and DTA funds with the last three years income and expenses/gain and loss for both funds. The BID has a fund balance and the DTA has retained earnings. Last year there was a decision by the BID board to reduce the fund balance. At the end of this year the BID's projected fund balance will be about \$85,000. The DTA projected a \$19,000 reduction of their retained earnings. This will deplete their retained earnings. This is an unsustainable budget plan with a yearly loss of \$58,000. The DTA board has recommended raising the BID special assessment by the statutory 5%. The assessment has not been increased in four years. The DTA board felt it was better to raise the assessment now as opposed to around the sunset of the BID. PJ sent an email to Harry indicating that he is against raising the assessment and feels we should concentrate on the expense side. Another way to increase revenue to the BID is by increasing the DDA grant (\$27,500).

On the DTA income side, event revenue is declining. Harry reminded the board of the difference between the DDA and the BID missions. There was discussion of events that don't generate economic activity or need sponsorships. "Other Events" has a budget line item of \$5,000 for a new event anticipated in 2013. Epic Rides would like to hold a mountain bike festival in Grand Junction either Labor Day or the weekend after. They have asked the community for a financial commitment over the next five years. Harry recommends the BID to contribute \$5,000 to this event which is projected to bring 600 riders and an additional 1500-1800 people to GJ the first year for a three day event. It would not close Main Street and attracts a very desirable demographic. Jodi feels that it would be a great event for downtown.

The board needs to decide whether to raise the BID special assessment and determine the amount of DDA support for the BID in the coming year. Later this year Harry would like to have a joint meeting of the DTA and BID boards to explore other marketing strategies and to evaluate special events. Stephan made a motion to approve the BID budget, raising the BID special assessment by 5% and to keep the DDA's contribution to the BID at the same amount as last year (\$27,500) with the directive to work on the DTA's expense side; Peggy seconded; motion carried.

Harry mentioned that the DTA was originally designated as a 501c(6) business/trade organization which is required by IRS rules to be membership-based. The BID has largely superseded the membership function of the DTA, so it is necessary to look at reorganizing the DTA. Harry is researching the conversion to a 501c(4) membership-based advocacy organization that would open up opportunities to include other constituents and could provide an umbrella organization for other programs.

UPDATES: There was discussion of cleaning Main Street sidewalks. Harry is meeting with Tom Ziola to evaluate the labor demands and frequency of service for an effective cleaning program, and will bring back a sidewalk maintenance schedule and budget for consideration.

ADJOURN: Stephan made a motion to adjourn; Jason seconded; the board adjourned at 9:08 am.