

DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
Regular Meeting, March 6, 1992

Members Present: Chairman Dan Rosenthal, Leslie Smith, Mancel Page, Glen Dennis, Bill Petty, Conner Shepherd, and Ed Chamberlin. Also Present: DDA Attorney Kathleen Killian, DDA Director Barbara Creasman, and DDA Secretary Mary Ann Harms.

Guests: Jody Kole, City Administration, Frank Bering, Paul Nelson and Debbie Kovalik representing the VCB.

Call to Order

Meeting was called to order by Chairman Rosenthal.

Approval of Minutes

Minutes of the February meeting were unanimously approved on a motion by Dennis, seconded by Smith.

TIF Sales Tax

Creasman presented a report on TIF sales tax prepared by Ron Lappi at the City. She will find out the boundaries for specific areas that are mentioned.

Inclusions

There is some outstanding paperwork on the Daily Sentinel and US West, but we have been assured this will be forthcoming. These two properties will be included in the Resolution as they are easier to delete than add.

The original Plan of Development ended at South Street, however, the last time it was amended it was extended to the south. The County will take possession of the Wheeler property this Spring in conjunction with the jail development. The City property on South Street is the old steam plant. The Los Reyes and Heideman properties have been in file for some time and can now be included. We are still working on several other properties on 7th Street, but they will not be ready for this inclusion.

The Junction Deli across Grand has expressed a desire to come into the district. We need to have a ruling on whether the intersection is a barrier or if the property is considered adjacent. Shepherd said a State Highway is not a barrier.

Motion

Petty moved to include the following properties in the DDA District: Daily Sentinel, US West, Heideman, Los Reyes, two

City Properties (South Street and 2nd & Pitkin), County Properties (Work Release, County Administration Building, Jail Property), Big West Oil, Pufferbelly Station, Ratekin Towers. Smith seconded the motion which unanimously passed.

Housing Authority

The Housing Revolving Loan Fund, administered by the Energy Office, is down to \$73,000, and a new grant is in process. They need our approval to use another \$15,000 for matching funds. There is \$75,000 in the 1983 loan pool with the loans coming due in 1993. A reminder will be sent out to these people with outstanding loans. We are currently reviewing the contracts to determine restrictions on recycled funds. The \$15,000 to the Energy Office may be paid back into the Housing Authority Fund.

Motion

Petty moved to proceed and use the \$15,000 to leverage \$200,000 for use by the community. Motion seconded by Smith and unanimously approved.

Avalon

The City Council has approved renewal of their option on the Avalon Theater property. A full report on this project will be given at the next meeting.

Restrooms

Creasman said the Committee met with the City CIP Committee (Baughman and McCurry plus staff). To date over 2,000 signatures supporting the project have been received from the general public. The business survey responses came back with 7 negative and 150-200 positive. City Council asked they be kept informed of the Committee's progress. The site hasn't been formally selected, but there are two architects working on it. Quincy's Bar is the only business that has agreed to have public restrooms, and they do have handicapped accessible facilities.

VCB Presentation

VCB Director Debbie Kovalik said in considering relocating the VCB, the following points are being considered:

- long term goals of the VCB
- user friendly facility
- decided whether to remain Downtown or spend money to move
- signage
- management concerns

The current Horizon Drive Visitor Center in the Monument Realty Building on Horizon Drive is not visible, has a short term lease, and limited restroom facilities.

Paul Nelson said front range focus groups have said visitors are searching for a "welcome mat" when coming to Grand Junction. The I-70/Horizon Drive location has the ability to attract visitors. Right now we are only getting about 29,000 visitors out of a million + cars. Frank Bering said the Wendy's site is not as good for VCB purposes as the potential Taco Bell site (currently a Texaco Station). People won't stop if they can't see the site. 1.6 million people go by the State Visitor Center at Fruita, and they capture 1.7%, we capture .8%. They hope this site will capture 100-125,000. The volunteers are not always busy and with a consolidation they could help Debbie and Barb Bowman. VCB feels this site would be good for the Downtown, the VCB and Grand Junction.

Kovalik said most of the private sector people dealing with the public are low income, quick turnover personnel working front desks at motels. 2800 people are daily in the I-70/Horizon area and we need to do a better job of directing them. The first and foremost job of the VCB is to promote Grand Junction.

The Master Plan for signage is 2-4 years. The object is to make a visit more user friendly. The Clifton Exit says Grand Junction and the I-70 business loop bypasses the town. Long term goal is to have 24 hour lighted kiosks with maps and phones. The Moss property would be a long term investment and the owner will build to suit the tenant and offer a long term lease with option to buy. Right now the Visitor Center is costing \$20,000/year and with an additional \$3,000 you will be serving 3 to 4 times more people.

Chamberlin offered to serve on the signage committee and Kovalik said this committee will be set up very soon and she would like someone from downtown on it.

Adjourn to Executive Session

For the purpose of discussing property matters.