

DOWNTOWN DEVELOPMENT AUTHORITY  
May 7, 1993 Board Meeting

Present: Bill Petty, Jean Sewell, Joe Skinner, Mark Hermunstad, Glen Dennis, Mancel Page, Dan Rosenthal, Ed Chamberlin, Ex-officio Pat Gormley, Kathleen Killian, DDA Counsel; DDA Director Barbara Creasman, and Secretary Wendy Schade. Also Ron Maupin, Larry Timm, Ken Nesbitt.

CALL TO ORDER

The meeting was called to order by Chairman Bill Petty at 7:30 am.

MINUTES

The minutes of April 9 were unanimously approved.

SOUTH DOWNTOWN - Larry Timm, Ken Nesbitt

Larry gave a brief overview of the process to date. There is a City Council appointed task force that has been meeting regularly, assessing the area for existing zoning, uses and possible future development.

South Downtown is a very transitional area. Need to cut back on zoning. Something more compatible with downtown area. Trying to eliminate heavy industry. Encourage more retail or service, light manufacturing, commercial uses.

Example of zoning conflicts - Elam Construction doesn't want to be pushed out of property he has invested in. Residential owners say they were here before Elam was and do not feel they should be pushed out of their homes but are zoned "non-conformity".

At one time it appeared staff people were pushing south 7th Street as a retail area. This was not looked upon well, for it would push out existing businesses. Don't want to do too much straight zoning. Need to allow some mixed.

Railroad is a big impediment to smooth transition between the Historic Downtown and South Downtown areas.

A lot of people think the DDA is only interested in retail, but that is not true.

The southernmost point of the DDA district is Los Reyes.

John Welch leases Railroad Depot for his diaper service. Because of his location and his background in traffic engineering, he has made the following observations and recommendations. He proposes Ute/South Street be coupled as one-way streets, instead of Ute and Pitkin. The ramp should come off of South and get on viaduct. Most highway traffic should be put on South. There should be an overpass (pedestrian connection) between Depot and 2nd Street & Colorado.

## DIKE CONSTRUCTION

Dike construction is suppose to be out to bid this fall. Starts around Jarvis and goes east to Mill Talings and north to 5th Street.

## RAILROAD TO UTE/PITKIN

Proposal is to restrict heavy industrial, concentrating more on commercial than industrial. Whatever is residential is non-conforming.

This is the most difficult part of whole city to deal with. Opportunities are limited because of what is already developed.

Need to discuss further in upcoming planning sessions.

Need to try and review and then give feedback. General plan is to assist the area, not to have preset ideas.

## 5th Street Viaduct

The state will only include certain amenities such as additional lighting in design if the city agrees to pay for it. Want to go to bid in 1994 and start project in 1995. State has agreed to have bike paths on both sides.

They are not going to do anything with the one block between Pitkin & Ute, which is still state property. So far, there has not been a lot of public input.

## AOTC

\$1,400 has been raised through votes cast for the 1992 AOTC People's Choice award. In close competition for first place were "Shell Boys" (\$18,000) and "Free Wheelin' II" (\$15,000). Close behind was, "High Plains Warrior" (\$10,000).

Ed Chamberlin has spoken to sculptor, George Walbye, who has agreed to sell "High Plains Warrior" for \$4,000 if it stayed in public exhibit.

George is one of the founders of Loveland Sculpture Park. He has agreed to negotiate prices for us free of charge, stating that we should never pay more than \$10,000 for art valued at \$30,000. Prices currently are too high. Retail prices are listed in the AOTC brochure.

AOTC has sold 2-3 sculptures to private buyers for the past couple of years. Problems exist with people going directly to sculptors. Permanent pieces are not for sale, since AOTC has a contract with the public and simply acts as custodian for the artwork displayed.

George approaches negotiations, informing the sculptor that a permanent piece on display in Grand Junction is good for their business. The public exposure can help build their career. Materials for "Shell Boys" cost \$4-6,000. There is only one left. Asking price is \$18,000. The net to Gary would be \$13,000, which is the difference to be negotiated. The cost of materials for "Free Wheelin' II" is \$5-6,000.

The AOTC Committee would like to purchase all 3 - "Shell Boys", "High Plains Warrior" (\$4,000), and "Free Wheelin' II". Would not expect to do the same next year.

"Free Wheelin' II" can probably be purchased for \$6-8,000. "Shellboys" will probably cost \$10,000, and "High Plains Warrior" has already been negotiated for \$4,000. Total needed is projected at \$22,000.

Anticipated revenue is as follows:

\$3,000-4,000	Art & Crafts Festival
\$1,500-2,000	Golf Tournament.

\$30,000 was paid for the purchase of the Buffalo. \$7-8,000 is what will probably be needed for similar annual purchases in the future.

To raise additional monies, brochures will be mailed, informing the public of the sculptures planned for purchase. We will probably do a stronger mailing this year, since we have a stronger arts list. It is hoped that \$5,000 would be raised through promotional mailings, since less than 30 votes raised \$1,400.

When money was being raised for the Buffalo, there was significant business support. In past, the bronze pig has been used as a piggy bank. It was suggested that we get a business sponsor to purchase the pig.

Would like to see DDA participate to a larger extent and then ask the public to match funds. DDA has wanted another fountain. \$65,000 remains from TIF funds.

AOTC has produced a lot of additional traffic for downtown.

Dan Rosenthal and Glen Dennis agree that having an AOTC fundraiser downtown is a good idea. In order to coordinate such a fundraising program, it will be necessary to approach the Downtown Association. Downtown businesses could be asked to donate 10% of their receipts for the week to AOTC. Some high volume, low margin businesses, could only afford to donate 5%. It would be hard to get participation and coordinating this project would be a challenge. It was suggested that Dan and Glen each approach 5 merchants... Then those businesses would speak to the other 140 retailers downtown, stating their support. Somebody would be needed to take the lead. If 10 retailers participated fully, it would be a successful campaign.

Many clubs raise a substantial amount of money through a silent auction, which could be held during the Golf Tournament. Art Guilds would probably not be able to help, since they are very busy with their own projects. Would need to have somebody to collect the donated merchandise. If 50 retailers each donated \$50 to \$100 in merchandise, would have \$5,000 in goods for the auction. Since the Avalon is also planning to do an auction, it will be important that schedules will be coordinated, so they will not be held at the same time.

#### DIRECTORS REPORT

The Annual Dinner will be held on May 20, 6 pm. Annual Dinner. Awards will be presented.

"Purchase and remodel" -Bank of Grand Junction  
Armantrout

"Facade Renovation" - Village Squire

"Long Term Commitment to Downtown" - C.D. Smith.

Dave Fishell - Depot/available. Dave does not just give the history, but tells stories about what went on during a particular era.

#### PARKING

The issue of parking on West Main came up at City Council. There are inconsistencies between property owners. Jim Shanks wants our concurrence. Designate both sides of Main as two hour free and provide two loading zone spaces for pharmacy. The term "loading zone" is preferred. Creating an exception of two 30 minute spaces by the Pharmacy would not be consistent.

#### EXECUTIVE SESSION

#### ADJOURNMENT

Meeting was adjourned at 9 am.