

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, JUNE 12, 2014
248 SOUTH 4TH STREET
8:30 A.M.

PRESENT: Les Miller, Shane Allerheiligen, Jason Farrington, PJ McGovern, Kevin Reimer, Stephan Schweissing

ABSENT: Marty Chazen, Jodi Coleman-Niernberg, Kirk Granum

STAFF: Diane Keliher, Harry Weiss, Aaron Hoffman

GUESTS: John Shaver; Bennett Boeschstein

CALL TO ORDER: Les called the meeting to order at 8:30 a.m.

APPROVAL OF MINUTES: Shane made a motion to approve the minutes of the May 8th meeting; PJ seconded; minutes were approved.

OUTREACH: The DGJBID hosted a Downtowner meeting last night concerning the BID renewal. There was very light attendance. BID member participation is not as strong as it should be. We need more committee participation. Harry is concerned that a small but vocal minority could have an outsize affect on the BID renewal discussion. PJ feels it would be great to have another member on the BID board. We need to demonstrate that we are addressing the concern that merchants have little representation on the BID board. Stephan thought the Downtowner meeting was a productive gathering.

UPDATES: The Art & Music Festival lost about \$20,000. Most of that is attributable to the lack of a title sponsor and the weather. We had record rainfall on Sunday which pretty much killed that day's attendance, and Saturday's weather was threatening. Alcohol sales suffered as a result. Those attending were pleased with the music and the multiple venue format which we hope will help attract a sponsor next year. The expense total was just about what it was last year, but we squeezed more value from the budget to help expand the musical line-up. Shane asked if we have numbers on attendance. We do not have numbers of attendees but Aaron conducted a zip code survey and found that 25% of the crowd was out-of-towners.

Farmers Market starts next week. After consulting with the Fire Marshall we have reformatted the booth layout along the centerline of the Main Street facing outward to the sidewalks. The change in layout had been a perennial request of the bricks and mortar businesses along Main Street for almost a decade. Implementation will be tricky as farmers and vendors are resistant to change.

Aaron has launched the Downtown Gift Card program. It began a little over two weeks ago. Merchant signups are going well. Aaron is still chasing down a couple of businesses as far as finding the manager or owner. He has registered over 100 Downtown businesses. The new card went public on May 27th and we have had over \$8,000 in sales already. Most are large corporate purchases. Aaron will be able to

track where the card is being used and acquire lots of useful marketing data. PJ suggested running a big campaign in the fall and holidays. Aaron will be talking to CMU about selling them at orientation. Aaron also spoke with Kroger about selling Downtown gift cards at City Market stores.

Aaron and his wife Nikki are in the process of adopting a baby from Ghana. They were matched in January and traveled to Ghana in March and are now waiting for U.S. citizenship and visa paperwork. He will need to schedule another trip in the next three to four weeks. He will be using PTO and then will take Family Medical Leave working part time. Most of his big projects are done - Downtown website, directory, and gift card.

Kevin asked about the banner over Main Street. Aaron explained that it was shredded by the high winds this spring. He is looking at various companies that make banners.

Kevin asked for a Way-finding Project update. Harry said the 24 Road signs were completed. The next step would be huge gateways that are very expensive. Harry will make sure the signs are up on 24 Road. Kevin would be willing to donate money to the Project to get it completed. He noted that the Museum has the same concern.

PJ asked if we need to make a motion to appoint a BID board alternate. John said it would be covered with the motion made in the DDA meeting. PJ asked Bennett if Amy will be called back or if we have to go back to interviews. It was decided that PJ would call her to let her know what the board has in mind.

ADJOURN: Jason made a motion to adjourn; Kevin seconded; the board adjourned.