

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, JULY 10, 2014  
248 SOUTH 4<sup>TH</sup> STREET  
8:30 A.M.

**PRESENT:** Les Miller, Chair; Jason Farrington, Vice Chair; Shane Allerheiligen, Martin Chazen, Kirk Granum, Jodi Coleman-Niernberg, Kevin Reimer, Stephan Schweissing

**ABSENT:** PJ McGovern

**STAFF:** Diane Keliher, Harry Weiss

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

**APPROVAL OF MINUTES:** Jason made a motion to approve the minutes of the June 12<sup>th</sup> meeting; Marty seconded; minutes were approved.

**QUARTERLY FINANCIAL REVIEW:** Gift cards are no longer shown as revenue. Once a sale happens, the merchant (Store Financial) deducts that amount from the City's Alpine Bank checking account. There is a 3-day lag in the timing of deposits and sales. Bank service charges will be over budget this year. This reflects the cost of providing the gift card service. Marty asked about the discrepancy with the bottom line figures. Harry will review for possible entries by the City after the date the report was prepared. Shane asked what happens to the money that was collected for old gift certificates. Harry explained that the money stays in the Wells Fargo bank account until we feel that most of the certificates are redeemed. Then the money will be transferred to the BID.

**BID PRODUCED EVENTS:** The BID held a Downtowner meeting last night with the main topic being special events and how the BID interacts with community events. Merchants expressed concern for more control over non-BID events as all downtown events are associated with the BID regardless of our actual involvement.

Townsquare Media is interested in producing more local special events. An alternative to producing our own events in-house would be to solicit proposals from third party producers for possible BID sponsorship/underwriting. Another approach to consider is to ration event opportunities and/or locations, possibly with a single annual deadline for major event applications. Kirk agreed that we need more control over special events since the BID takes the hit when events aren't good. There was discussion of the 4<sup>th</sup> of July Parade. Kevin would be in favor of handing off events to professionals with the BID's support. Marty added that if we are thinking about rationing or a lottery system, we would need to come up with something by January.

**UPDATES:** Aaron is in Ghana to finalize the adoption process; all is going well and they will be home soon.

**ADJOURN:** Kirk made a motion to adjourn; Jason seconded; the board adjourned at 9:00 a.m.