

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, SEPT 25, 2014
248 SOUTH 4TH STREET
8:29A.M.

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

STAFF: Diane Keliher, Harry Weiss, Aaron Hoffman

GUESTS: John Shaver

CALL TO ORDER: Les called the meeting to order at 8:29 a.m.

APPROVAL OF MINUTES: Jason made a motion to approve the minutes of the September 4th meeting; Shane seconded; minutes were approved.

Marty made a motion to change the posting of BID meeting agendas to 437 Colorado Avenue; PJ seconded; motion carried.

Stephan made a motion to adopt the revised BID meeting schedule for the remainder of the year; Marty seconded; motion passed.

2014 REPORT & 2015 OPERATING PLAN & BUDGET: By statute, the BID is required to submit an operating plan and proposed budget to City Council by September 30th. It will be reviewed by Council and can be revised if necessary.

Harry reviewed the highlights of the report. Last year brought the dissolution of the DTA and Downtown Partnership and the consolidation of both into the BID. Articles of Dissolution were filed with the Secretary of State as well as the final 990 DTA tax return with the IRS. As far as Downtown marketing, there was the re-branding of the BID and website, the gift card program was initiated, and a comprehensive business directory was published. There were changes in event formats such as Farmers' Market and the Art & Music Festival. The office was moved to 437 Colorado Avenue to increase awareness and be more cost effective.

2015 objectives include the BID renewal and the adoption of expanded event management policies and procedures. Harry distributed updated budget spreadsheets showing the current and predicted BID fund balances. PJ suggested including brief notes about revenues and expenses in the text for each area of activity. Harry stated that this is a draft and can be revised. Marty asked when this information goes to Council. Harry explained that we submit it by September 30th and it is typically reviewed by Council within 30 days and no later than December 5th. Marty asked why Harry projects such a big loss in 2014 when the YTD net revenue is strongly positive. Harry explained that the vast majority of BID revenues is received earlier in the year while we still have a large amount of Holiday event expenses ahead. Les asked about the possibility of increasing sponsorships next year. Harry is hopeful that the economy will be such that businesses will once again be willing to sponsor events. Marty suggested adding a column to the spreadsheet for 2014 projected year-end figures. Jodi asked what expenses we have for the holidays. Harry explained there are special events expense such as the Tree Lighting, free carriage rides, Winterfest and Parade of Lights as well as a large Downtown marketing campaign that runs through November and December.

Stephan left the meeting 8:52 a.m.

Les asked about getting the BID renewal done sooner rather than later. Jason asked if there will be a workshop. Harry said Council usually considers the BID Operating Plan and Budget during a regular Council meeting, not in a workshop, but the BID renewal could be taken up in a work session if Council prefers. Marty did not see many specifics about business development in the operating plan. Harry will incorporate the additions and revisions suggested by the Board and circulate it electronically.

ADJOURN: Kirk made a motion to adjourn; Jason seconded; the board adjourned at 8:56 a.m.