

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, OCTOBER 8, 2015
437 COLORADO AVENUE
7:30 A.M.

PRESENT: Jason Farrington (Chair), Kirk Granum (Vice-Chair), Shane Allerheiligen, Marty Chazen, Jodi Coleman-Niernberg, Dan Meyer, Les Miller, Duncan Rowley, Stephan Schweissing

STAFF: Vonda Bauer, Allison Blevins, John Schneiger

ABSENT: Robin Brown

GUESTS: John Shaver (City Attorney), Tim Moore (Interim City Manager), Jay Valentine (City Internal Services Director), Bennett Boeschstein

CALL TO ORDER: Jason called the meeting to order at 7:32 a.m.

APPROVAL OF MINUTES:

Meeting of September 24, 2015

Les made a motion to approve the minutes of the September 24, 2015 meeting; Marty seconded the motion. The minutes were approved.

STEERING COMMITTEE:

Allison stated that the steering committee was originally created after the DTA was dissolved. The steering committee met once a month and had dwindled down to just Allison and Kirk. Kirk indicated that with the division of the BID and DDA, this would be a good opportunity to restructure the committee to help get better involvement with the BID constituents. Allison stated that they would like to change the structure, change the name of the committee, create subcommittees which would include setting event policies, and possibly have block captains which would provide representation within each sector (retail, salons, restaurants, etc.).

UPDATES:

The car show was successful. There were 151 car registrants along with 26 Ferraris from the Rocky Mountain Ferrari Club.

The DDA/BID changed service providers for our website due to it being very slow. The new provider is Linode. The cost will be \$10.00 per month instead of \$3.00.

Allison is working on holiday advertising. Absolute Prestige will be offering free carriage rides in the downtown area after Thanksgiving. This will be a \$1,200 savings for the BID. The BID is still looking for one more sponsor for the Parade of Lights.

October is CMU Mav month downtown. Many businesses are offering discounts and food specials to Mav students, parents and alumni.

Allison prepared a Downtown Infographic which will help explain the BID and DDA roles. This information will be helpful and available to the public. The graphic designer needs to make a few changes and then it will be available.

The next BID meeting will be November 12th, 2015.

ADJOURN:

Marty made a motion to adjourn; Kirk seconded the motion; the Board adjourned at 7:46 a.m.