

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, FEBRUARY 11, 2016
437 COLORADO AVENUE
7:30 A.M.

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

ABSENT: Jodi Coleman-Niernberg

STAFF: Vonda Bauer, Allison Blevins, Robin Brown, Kathy Portner

GUESTS: John Shaver (City Attorney), Tim Moore (Interim City Manager), Bennett Boeschstein (City Councilmember)

CALL TO ORDER: Jason called the meeting to order at 7:30 a.m.

APPROVAL OF MINUTES:

Meeting of December 10, 2015

Kirk made a motion to approve the minutes of the December 10, 2015 meeting; Marty seconded the motion. The minutes were approved unanimously.

2016 BOARD MEETING SCHEDULE (ATTACHMENT)

BID RESOLUTION 2016-01 TO ADOPT MEETING SCHEDULE

RESOLUTION 2016-01, A RESOLUTION DESIGNATING THE LOCATION FOR THE POSTING OF THE NOTICE OF MEETINGS, ESTABLISHING THE 2016 BUSINESS IMPROVEMENT DISTRICT MEETING SCHEDULE, AND ESTABLISHING THE PROCEDURE FOR CALLING OF SPECIAL MEETINGS

Shane made a motion to adopt BID RESOLUTION 2016-01; Duncan seconded the motion. The resolution was adopted.

YEAR-END BUDGET REVIEW:

Allison and Robin presented the 2015 year-end budget. There was a substantial deficit of \$49,557.00. Allison stated that there were significant reductions made in the 2016 budget for advertising and staffing.

Les was concerned that the seasonal staff budget was high in 2015. Allison stated that her salary was paid out of the seasonal budget the first few months when she worked part time as Interim Marketing Manager. The cleaning service will be canceled as of February 28, 2016, so it will give the BID a savings in hours for the seasonal staff-employee who opens up the office for cleaning. The seasonal staff includes block captains, staff for setup and breakdown of events, bartenders, and kiosk management.

The Music Festival, which is held in May, is the largest and most expensive event the BID produces. Last year beer sales were \$34,000.00. The 2016 projection for beer sales is \$40,000.00.

Allison will be sending out information for 2016 event sponsorship opportunities to help provide funding for the events. Duncan asked if there is a contingency plan if the BID doesn't receive sponsorships. Robin replied that there is not a plan, although they will know what sponsorships will be secured before the events begin.

Allison has applied for a \$6,500 VCB grant but has not received a reply back.

The Board requested quarterly budget updates and monthly updates for sponsorships.

UPDATES:

- The 2016 Downtown Guidebook will be sent to the printer after final review.
- The applications for the Music Festival and Farmers Market will be available on the downtown website March 1, 2016.
- Allison stated that the Work Force Center has internship opportunities available. The Work Force Center will pay an intern for approximately three months. This will give the intern experience and exposure. The intern will work approximately 20 hours per week to help with marketing. Allison is currently interviewing the candidates.

ADJOURN:

Stephan made a motion to adjourn; Les seconded the motion. The meeting adjourned at 7:48 a.m.