

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, JUNE 9, 2016
437 COLORADO AVENUE
8:30 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, Robin Brown, Kathy Portner

GUESTS: John Shaver (City Attorney), Tim Moore (Deputy City Manager), Mike Wiggins (The Daily Sentinel), Josh Hudnall, Brian Watson, Jim Creasey (PD), Scott Donaldson (PD), Dustin Bovee (PD)

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

APPROVAL OF MINUTES:

Meeting of May 12, 2016

Shane made a motion to approve the minutes of the May 12, 2016 meeting; Kirk seconded the motion. The minutes were approved unanimously.

CO-WORKING PRESENTATION:

Josh Hudnall (Software Developer) and business partner Brian Watson (Entrepreneur & Marketer) provided a video presentation of LAUNCH West Co. Allison stated that Josh is her husband.

LAUNCH West Co is an organization that was created to build a network and community of entrepreneurs, developers, and designers within Western Colorado. They currently have 500 members. Their focus is on hi-tech startups, innovative partnerships, and providing co-working space. They host three monthly events as well as regional events.

Josh and Brian have been working with organizations including The Business Incubator, Hopticopter, Go Code, Grand Junction Economic Partnership (GJEP), and the Secretary of State on how to vitalize technology within the region. Josh stated that bringing new workers downtown is great for businesses, retail, and restaurants.

The organization is in final negotiations on a lease agreement at 750 Main Street (Owner-Aaron Young) for co-working space that will provide furniture, include shared workspace, conference rooms, and events space. Construction will start in a couple of weeks. The owner intends to apply for a façade grant.

The Board thanked Josh and Brian for sharing the information with them.

BOARD ACCEPTANCE OF BID PETITIONS:

A petition was received to opt into the BID from the property owners of 750 Main Street and the R-5 property.

Shane made a motion to accept the BID petitions from 750 Main Street and the R-5 property into the BID. Duncan seconded the motion. The motion was approved unanimously.

DOWNTOWN AMBASSADOR PROGRAM:

Jim Creasy, Scott Donaldson, and Dustin Bovee (Grand Junction Police Department employees) gave an overview of the Crime Prevention thru Environmental Design (CPTTED) and Ambassador Programs.

Jim Creasy stated that he supervises the Community Resource Unit. The Police Department previously had a Crime Prevention Unit as well as a Hot Team Unit. The units have been combined and now called CPTTED (Crime Prevention thru Environmental Design). CPPTED deals with creating an environment that is safer for people which includes changing the focus on making things open and visible. It is a proactive way to deter criminal activity. The team will perform a site review and make recommendations which will include lighting, signage, access points, landscaping, and fencing.

The Police Department is currently performing a site review of the 500 block of Main Street as a pilot project. The plan will be sent to Kathy Portner when it is completed. The PD would like to perform a site review of the entire downtown area.

Also discussed was an Ambassador Program in which people are hired to walk around downtown to provide information to visitors and promote the downtown area. This is a way to have extra eyes on the street to watch for safety issues. A suggestion was made that the DDA/BID could possibly collaborate with CMU. The Police Department will also provide training to businesses on issues of threats, etc. The program will require a joint process with private owners, DDA/BID, Police Department, and the business constituents.

Tim suggested exploring the Ambassador Program and reaching out to Durango, Colorado, since they have already implemented the program. Allison will contact them for more information.

Marty recommended implementing both of these programs and suggested talking with the VCB regarding the Ambassador program. He also suggested the possibility of considering some kind of funding similar to the Façade program.

The Board thanked the Police Department staff for sharing this information.

PROPOSAL TO CHANGE STAFF HOURS:

Allison previously emailed a memo to the BID Board members requesting an additional 5 hours per week to be added for her workload. She currently works 25 hours per week. She also included a document that City HR provided detailing the cost information for Allison's salary and benefits for her current position and cost projections for $\frac{3}{4}$ time and full-time, as well as, Vonda's full-time information. According to the document the total personnel costs for the additional 5 hours would be an increase to the BID of \$12,638 annually.

At the DDA Board meeting this morning there was discussion regarding Vonda's salary and benefits being fully funded by the DDA. If the request is granted the budget change would be a \$16,000 savings to the BID and an increase to the DDA. At the DDA meeting, the Board decided to wait to approve the budget change for Vonda until the June 23, 2016 DDA Board meeting awaiting the above request.

Allison stated that in previous discussions there were concerns regarding limited staffing in the office, therefore, the request for the extra hours would also help alleviate pressure on Vonda. If the request is approved the effective date would be July 1st, 2016. Allison also indicated that she spends more time now dealing with the press as a Public Information Officer for both the DDA and BID. Dan asked if this would change when a new DDA Director was hired. Allison replied that it is very important for one person to act as the PIO for the DDA/BID office. The DDA Director would have full input for any

information in regards to the DDA. Marty stated that once the DDA Director is hired, he would prefer the DDA Director speak for any DDA matters. Marty indicated that Kathy has been very effective in that role as the Interim DDA Director. Jason stated that the Downtown Partnership Operating Plan incorporates both organizations working cooperatively and in partnership.

There was discussion regarding the additional 5 hours requested since it would increase the BID's staffing levels and affect the BID budget. Allison indicated this is the first time there has been 2 part-time BID Director's, therefore, part of the issue is figuring out what work needs to be done. She indicated that the BID represents a lot of people with a very small budget. The Board had concerns that last year there was a deficit in the budget and the reserves had to be used. Marty requested a document that would display the detailed costs occurring from the DDA to the BID through the end of the year and 2017 to make sure sufficient funds are available. Allison will provide budget information at the next meeting.

Jason stated that with the separation of the BID last year, it has increased the BID activity. The response and conversations from the constituents indicated they like the change and are happy with the direction that the BID has been going.

Robin indicated that the Downtown Music Festival is the largest and riskiest event. The event receives revenue from beer sales, however, if bad weather occurs revenues will be decreased. Last year the music festival had a loss of \$25,000; the prediction for this year is a loss of approximately \$5,000. The final totals for this year's event will be provided when available.

Stephan made a motion to authorize to increase Allison's hours by 5 per week subject to the DDA budget amendment keeping in mind that if Allison's figures are incorrect the DDA can later take action and reduce it. Marty seconded the motion. The motion passed unanimously.

UPDATES:

Leadership Committee Members (attachments)

This item will be tabled until the next meeting.

Music Festival Update

No updates at this time.

Farmers' Market

All the sponsorships have been sold for Farmers' Market.

ADJOURN:

Marty made a motion to adjourn; Duncan seconded the motion. The meeting adjourned at 9:37 a.m.