

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, MARCH 10, 2016  
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, Kathy Portner

**ABSENT:** Robin Brown

**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 February 11, 2016

*Marty made a motion to approve the minutes of the February 11, 2016 meeting; Kirk seconded the motion. The minutes were approved unanimously.*

**SPONSORSHIP UPDATES:**

Allison indicated that \$9,000 worth of sponsorships have been sold with another \$8,000 pending. The sponsorships sold are:

Transwest RV	- \$4,000	Supporting sponsor for Farmers' Market
Atlasta Solar	- \$4,000	Entertainment sponsor for Farmers' Market
Enstrom's	- \$1,000	Title sponsor for Tree Lighting

The amount budgeted for 2016 Sponsorships is \$30,000, however, if all sponsorships are sold the amount received would be \$45,000.

**DOWNTOWN BATHROOM/HOMELESS ISSUES:**

The Parks Department locked the downtown bathrooms during the winter months due to the homeless sleeping in the restrooms. Parks suggested opening the bathrooms only for special events, however, there needs to be public restrooms available for public use while shopping downtown. Tim Moore stated that he will talk with John Camper (City of Grand Junction Police Chief) and recommend a meeting with the BID Directors to discuss the homeless/vagrancy issues in downtown.

**WELCOME PACKETS:**

Allison created Downtown Welcome Packets which includes information to help businesses understand the Downtown Partnership, and the benefits for being in both the Business Improvement District and/or the Downtown Development Authority. These packets will be distributed to new businesses as well as existing businesses in downtown.

**UPDATES:**

**2015 4<sup>TH</sup> Quarter Sales Tax Report**

The 2015 4<sup>th</sup> Quarter Sales Tax Report indicates a decrease of 8% from 2014 in the Downtown District "Miscellaneous Retail" category. Allison stated that the business owners have indicated to her that sales are down 25%. The downtown businesses owners would like to have a meeting to discuss ideas for increasing sales.

Allison has contacted Downtown Colorado Inc. to see if they would offer assistance to help boost sales, however, she has not heard back from them.

### **Two Rivers/Avalon Theatre Performance Dashboard**

The report indicated that in 2012 the attendance for a “Dinner and a Movie” was 3,239 and in 2015 the attendance was 9,967. The “Dinner and a Movie” is generating a great deal of business for the downtown area.

### **Leadership Committee**

The BID Directors are currently working on the structure of the Leadership Committee.

### **750 Main Street**

Mesa County currently owns the building and property at 750 Main Street, however, it is for sale. Allison indicated that they would like for the County to petition into the BID before it is sold.

Grass Roots Cycles, located at 401 Colorado Avenue, also did not get petitioned into the BID when it was sold.

Jason stated that in the past there was a Friends of the BID program which would allow businesses to receive the benefits of the BID but were not actually assessed a fee. Allison will try and find more information about that program.

### **VCB Grants**

VCB has approved advertising grants for the Downtown Music Festival and the Art Festival. At this time they have not committed any funding for the Downtown Car Show. The grant funding will be used for Facebook ads and Colorado Public Radio advertising.

### **Music Festival Update**

The Special Event Permit and Liquor License Permit for the Downtown Music Festival have been submitted. The liquor license review is scheduled for May 18, 2016. Rockslide will provide a percentage of the beer and Canyon Wind Cellars will provide the wine.

The music headliner for Saturday night is The Stone Foxes.

### **Other Updates**

The applications for the Farmers Market are available on the Downtown website. Several applications have already been submitted.

The Farmers’ Market that was located at the Teller Arms Shopping Center is no longer allowed to utilize the parking lot for their operation. Robin spoke with the organizer regarding the possibility of moving their Farmers’ Market somewhere in the downtown area. The BID would no longer organize the Fall Produce Market if their location is moved to the downtown area.

Allison stated that the Downtown BID recently signed up for a texting service which would allow businesses to sign up to receive text alerts, reminders, and other information. Business owners can sign up by texting DTBID to 51660.

### **ADJOURN:**

*Les made a motion to adjourn; Shane seconded the motion. The meeting adjourned at 8:00 a.m.*