

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, APRIL 13, 2017
750 MAIN STREET
7:30 A.M.

PRESENT: Kirk Granum (Chair), Shane Allerheiligen, Marty Chazen, Jodi Coleman-Niernberg, Jason Farrington, Dan Meyer, Vance Wagner

ABSENT: Duncan Rowley, Tom LaCroix

STAFF: Vonda Bauer, Allison Blevins, Caitlyn Love, Brandon Stam

CITY STAFF: John Shaver (City Attorney), Phyllis Norris (Mayor), Bennett Boeschstein (City Councilmember)

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

APPROVAL OF MINUTES:

Meeting of March 9, 2017

Jason made a motion to approve the minutes of the March 9th, 2017 meeting; Duncan seconded the motion. Kirk abstained. The minutes were approved.

EVENT POLICY CHANGES:

Allison stated that the BID staff is working with the City to make some changes to the Event Policy. The City issues the permits when a third-party wants to produce an event Downtown, however, the municipal code specifies that the DDA is the permitting agent for downtown events. Some recommendations to the Event Policy include the following:

- Make the BID the permitting agency. (This would allow more direct influence over the way events happen Downtown).
- Require third-policy event producers to contract and pay for their street closure through the BID. The BID would contract with a traffic control company
- Implement permit fees
- Allow food trucks on a limited basis
- Waive the sidewalk sale permit fee during an event
- Allow a busker (person who plays music or performs entertainment) to obtain a permit

After discussion, the Board gave Allison direction to continue to work on the Event Policy changes and bring back to the Board for review.

PARKING CHANGES AND APP UPDATE:

Allison indicated there has been more positive feedback than negative from the public regarding the Parking App. There were 600 transactions in March.

City Manager Greg Caton met with business owners on March 29th to discuss proposed changes to the Downtown Parking program. Meters closest to the businesses will be increased to \$.75 per hour, 10 hour meters in parking lots will be \$.25 per hour and 10 hour meters on the outskirts of Downtown will remain at \$.10 per hour. Parking hours will be extended to 6:00 p.m. during the week. Holiday parking will no longer be free, however, coupon codes can be offered to shoppers as compensation. Free parking will be in January when sales are slow instead of December.

A follow-up meeting is scheduled for May 2, 2017, at 8:00 a.m. at the Downtown office to meet with business owners. Greg Caton will discuss parking and safety issues in Downtown.

Three City Parks patrol officers and two new police officers will be will patrolling the Downtown starting May 1, 2017. The Ambassador Program will be underway soon and is being administered by the Parks Department.

UPDATES:

Sponsorships - The \$36,000 goal for sponsorships has been met. A \$3,000 title sponsorship for the car show is pending.

Shop Local Campaign – The campaign is going well. There are currently 21 bus benches up. Phase two of the campaign has been launched for business owners to cross promote with each other.

Events –

Governor Hickenlooper has declared May 20th, 2017 as Colorado Public Lands Day, therefore, he will be speaking at the Downtown Music Festival at noon, on the Main Stage on May 20th. More information will be available at a later date.

Epic Rides secured a \$4,000 music sponsorship from Four Peaks Brewery for the Downtown Music Festival.

To help increase revenue, additional vendors will be added to the Farmers Market. The Farmers Market rules and regulations were also updated to ensure clarity in the guidelines.

CMU would like to produce a Farmers Market on campus on September 21, 2017, therefore, the Farmers Market will be extended by one week. Vendors will have the opportunity to sell their products on the CMU Campus.

Caitlyn stated that she is organizing a concert for the September 14th Farmers Market to support our local breweries. The Rockslide and CMU are in favor of the event. The idea would be like Tour de Fat except it would be called Tour de Rock because the Rock Slide would be the sponsor. The CMU Alumni Association has agreed to pull the liquor license for this event. We will encourage students to ride their bikes down the 10th street bike path to attend the concert.

The VCB and the BID staff are working with Downtown restaurants to produce restaurant week which would be held in March, 2018.

The VCB would like to produce a Dalton Trumbo film festival during the Art Festival in October to benefit Art on the Corner.

DDA/BID BOARD RECRUITMENT:

There will be vacancies for the DDA/BID Board for the next term. The By-laws Article 3.000, Section 2.200 regarding Vacancies was distributed to the Board. The Board may nominate prospective Board Member(s) to the City Council. Kirk suggested that the Board create a list of qualifications that would be important in selecting a new Board member. The qualifications would be submitted to the City Clerk's office. Applications to serve on the DDA/BID Board are due to the City Clerk's office by May 12, 2017.

ADJOURN: *Marty made a motion to adjourn; Vance seconded the motion. The meeting adjourned at 8:15 a.m.*