

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, AUGUST 10, 2017
750 MAIN STREET
7:30 A.M.

PRESENT: Kirk Granum (Chair), Duncan Rowley (Vice-Chair), Jodi Coleman-Niernberg, Jason Farrington, Tom LaCroix, Dan Meyer, Phyllis Norris

ABSENT: Doug Simons Jr., Vance Wagner

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

CITY STAFF: Greg Caton (City Manager)

GUESTS: Bennett Boeschstein (Mayor Pro Tem), Joe Vaccarelli (The Daily Sentinel)

CALL TO ORDER: Kirk called the meeting to order at 7:33 a.m.

APPROVAL OF MINUTES:

Meeting of July 13, 2017

Jason made a motion to approve the minutes of the July 13th, 2017 BID meeting; Duncan seconded the motion. The minutes were approved unanimously.

LAS MARIAS PETITION

Maria & Alfred Maestas, property owners of 118 S. 7th Street (Las Marias), submitted a petition to opt into the BID.

Tom made a motion to approve the BID petition. Duncan seconded the motion. The motion was approved unanimously.

BID SPECIAL ASSESSMENT INCREASE FOR 2018 DISCUSSION

Allison explained that the BID special assessment was increased by 5% for 2017, however, she recommended also increasing it for 2018. The increase in revenue would be spent for tourism marketing and special events. Current marketing for Downtown includes billboards, bus benches, radio, social media, television co-op campaign, and printed marketing materials.

The Board discussed the importance of promoting Downtown.

Jodi made a motion to implement the 5% increase for the BID special assessment. Tom seconded the motion. The motion was approved unanimously.

CHAMP PROJECT REPORT

Allison gave a presentation summarizing the CHAMP Project Report. The topics included:

Issues for Downtown

- Declining sales
- Lack of unified shopping hours
- Homeless population
- Not experiencing the same growth in Western Colorado as the Front Range

Demographics

- Shoppers are primarily female over the age of 45
- 73% of household income is over \$50,000
- Target the outdoor recreation enthusiasts

Opportunities

- Already have ingredients of a great Downtown to market to tourists
- DDA investment in Downtown housing
- Opportunity to be designated as a certified Colorado Creative District

Goals

- Retail sales have been decreasing for the past 5 years, however, restaurant sales have gone up. The goal is to reverse the trend of declining sales.
- Launch an out-of-market PR and Marketing plan to reach tourists and seek funding
- Secure more out-of-market media coverage specifically for Downtown
- Continue to develop the brand
- Increase shopping hours

How

- Continue to focus on life happens here for the campaign
- Co-op whenever possible with VCB on marketing opportunities
- Update website to encourage more PR opportunities
- Explore ways to attract people to Downtown via Amtrak
- Media tours with VCB

UPDATES:

Budget Update

Allison is unable to attend the September BID Board meeting, therefore, a special BID meeting is scheduled on August 24th at 7:30 a.m. to approve the 2018 BID final budget.

Shop Local Commercial

The Shop Local marketing campaign is offering television commercials that will be produced by Hoptocopter Films. Each participating business will receive a 15 second high quality commercial focusing on Shop Local and the cost to the business is \$450 for their commercial. The BID will help fund and promote the campaign. Currently 27 businesses have expressed interest in the program.

Community Streets Event

Allison stated that the City’s Urban Trails Committee is planning an event that will highlight the 10th Street bike path that connects CMU to Downtown via 10th Street. The idea is to encourage students and community members to come Downtown. The event will be on October 7th and coincide with the Downtown Art Festival.

Tour de Rock, a partnership between Rockslide, CMU, and Downtown will produce an event with a beer garden and concert at the last Farmer’s Market on September 14, 2017.

Downtown Institute

The DCI Conference is scheduled for Sunday, August 27, 2017 from 1:00 p.m. to 5:00 p.m. Allison stated that the Conference is geared to finding ways to empower business owners hours.

Farmers Market

Caitlyn stated that Farmers Market is in its 8th week and things are going well. The Snap and Double Up program has been successful. As of the last Farmers Market \$1,800 has been given out for EBT benefits.

The September 21st Farmers Market will be held at the CMU campus. This will be a way to connect CMU to Downtown. There will be 24 spots available for vendors and farmers.

Car Show

Registrations for the Downtown Car Show are open and the form is available on our Downtown website. The Car Show is scheduled for September 23, 2017.

OTHER BUSINESS:

None

ADJOURN:

Jason made a motion to adjourn; Duncan seconded the motion. The motion was approved. The meeting adjourned at 8:10 a.m.