

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, FEBRUARY 9, 2017
750 MAIN STREET
7:30 A.M.

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

ABSENT: Kirk Granum, Tom LaCroix

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

CITY STAFF: John Shaver (City Attorney), Greg Caton (City Manager), Bennett Boeschstein (City Councilmember)

GUESTS: Event Center Committee Members Landon Balding, Mike Anton, Jeff Franklin, and Kevin Reimer

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

APPROVAL OF MINUTES:

Meeting of January 12, 2017

Jason made a motion to approve the minutes of the January 12, 2017 meeting; Vance seconded the motion. Jodi abstained. The minutes were approved.

GOALS AND YEAR-END REVIEW:

Organization - Allison presented the 2016 Year in review and explained that many new programs were implemented including Business Information Sessions, Leadership Committee meetings. Also the BID created a Welcome Packet as a guide of all the marketing and business services offered by the Downtown Partnership.

Marketing - A good portion of the \$75,000 marketing budget was spent on television commercials. Social media outreach was increased on Facebook and Instagram. Once a month there is a section in the Daily Sentinel's Out and About focusing on Downtown events and news. In 2016, 1,747 gift cards were sold amounting to \$73,018.

Parking - Allison attended a parking conference in July which led to the City's acceptance of a proposal to pilot a mobile parking application. The estimated date the app will be rolled out is February 21. The City allowed visitors to utilize an empty parking lot east of the Police Station for free RV parking.

Homeless Issues - Downtown struggled with vandalism and homeless issues, therefore, the City instituted a pilot program of increased police presence. The DDA agreed to fund two officers dedicated to Downtown. An Ambassador Program will be also be implemented to help with the issues Downtown.

Events - Events went well this year and sponsorships were significantly higher from previous years. The Grand Junction Off-Road and Downtown Music Festival was again a success. Farmers' Market was 13 weeks this year and peaked at 27 farmers in 2016. The Fall Produce Market had moderate attendance. The Downtown Car Show had a record number of registrants at 151. The Downtown Art Festival had 20 Downtown businesses participating.

Office/Staff - The DDA/BID offices are now fully staffed.

2017 Goals - Some of the goals for 2017 include:

- Increase Downtown sales through a Shop Local campaign which would include co-op marketing opportunities
- Recruit businesses (list vacant properties on the DDA/BID website)
- Explore the idea of a Downtown Food Truck Pod
- Full participation in the Leadership Committee (currently have 10 members)

UPDATES:

Ambassador Program

The City of Grand Junction Parks Department has volunteered to implement an Ambassador Program for the Downtown area. The program will most likely run from Memorial Day to Labor Day and will comprise of volunteers. Allison stated that the Downtown Partnership will help support the program by providing uniforms, training, and graphics. There has been discussion about the possibility of incentivizing the volunteers with gift cards.

Greg Caton stated that the City received a large donation from a community member for matters related to the homeless issue. This fits into that overall system of working on the homeless issue in Downtown and could utilize some of those funds for the uniforms. The details are not final at this time.

Grand Junction Off-Road & Downtown Music Festival

Caitlyn updated the Board regarding The Grand Junction Off-Road and Downtown Music Festival. Non-profit organization, Grand Junction Horizon Sunrise Rotary, has agreed to run the beer garden at this year's event. The event is scheduled for May 19th through May 21st. Caitlyn also explained there are approximately 19 spaces that will be available for vendors to rent a booth space on the 600 block of Main Street. The goal is to promote more kid friendly activities.

Parking App

Allison explained that the new Parking App will be rolling out soon. Downtown shoppers will have the opportunity to pay for parking using a credit card through the new cell phone application or mobile browser. Businesses will also be able to purchase coupons for parking to give to their customers. Training will be provided to business owners on how the apps work in order to provide assistance to customers.

Greg Caton explained that there will be some parking enforcement modifications in the summer for downtown. Currently there is only one staff member to enforce parking. The three areas working as a system to have more presence downtown will include three full-time parks patrol employees in the summer, the hiring of two new police officers, and the volunteers for the Ambassador program.

Greg also stated that City staff is working through some meter modifications and increases in parking meter rates in order to save money for capital improvements, meters, and infrastructure. Staff will be outreaching to businesses to get feedback before implementing the changes.

OTHER BUSINESS:

None

ADJOURN:

Shane made a motion to adjourn; Marty seconded the motion. The meeting adjourned at 7:53 a.m.