

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, JANUARY 12, 2017  
750 MAIN STREET  
7:30 A.M.

**PRESENT:** Kirk Granum (Chair), Duncan Rowley (Vice-Chair), Shane Allerheiligen, Marty Chazen, Jason Farrington, Tom LaCroix, Dan Meyer, Vance Wagner

**ABSENT:** Jodi Coleman-Niernberg

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

**GUESTS:** John Shaver (City Attorney), Greg Caton (City Manager), Jeremy Nelson (REgeneration LLC), John Potter (Blythe Group)

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

**APPROVAL OF MINUTES:**

Meeting of December 8, 2016

*Duncan made a motion to approve the minutes of the December 8, 2016 meeting; Tom seconded the motion. Jason abstained. The minutes were approved.*

**2017 BOARD MEETING SCHEDULE (Attachment):**

**BID Resolution 2017-01 to Adopt Meeting Schedule**

RESOLUTION 2017-01, A RESOLUTION DESIGNATING THE LOCATION FOR THE POSTING OF THE NOTICE OF MEETINGS, ESTABLISHING THE 2017 DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT MEETING SCHEDULE, AND ESTABLISHING THE PROCEDURE FOR CALLING OF SPECIAL MEETINGS

The new location for the BID meetings will be held at FACTORY located at 750 Main Street. The meeting agendas will be posted on our Downtown website and at the DDA/BID office at 437 Colorado Avenue.

*Marty made a motion to adopt BID RESOLUTION 2017-01; Shane seconded the motion. The resolution was adopted unanimously.*

**SPONSORSHIP OPPORTUNITIES:**

Allison distributed a handout explaining the 2017 event sponsorship opportunities. The Leadership committee recommended to continue Spooktacular and include a street closure, therefore, an additional sponsorship was added for the event. The Fall Produce Market sponsorship was reduced from \$1,000 to \$500.

Dan commented that Allison did a great job selling sponsorships last year.

**UPDATES:**

Event Coordinator

Allison introduced and welcomed our new Event Coordinator, Caitlyn Love. Caitlyn was selected out of 75 candidates.

Caitlyn stated that she is a recent CMU Graduate with a bachelor's degree in Business Administration and is looking forward to working with the BID.

#### Parking App

Allison explained that the process for implementing Passport (formerly ParkX) Parking App has been slower than anticipated since the company that the City signed the contract with has merged with another company. The new company will provide a few new options that were not previously available. A training for Downtown business owners on how to use the new Parking App has been scheduled on Monday, January 30, at 5:30 p.m., at the DDA/BID offices.

#### New Businesses in Downtown

- A new clothing boutique store called Next Generation will be moving into the old boot shop in the 500 Block of Main Street.
- Josh and Jodi Niernberg will open two new restaurants, Tacoparty and Dinnerparty located at 126 South 5<sup>th</sup> Street.
- An Aspen restaurant called Hops Culture will be opening a new restaurant in the spring located in the old vacuum shop in the 500 block of Colorado Avenue.
- The Ebricks Outlet Store is currently moving into their new location at 124 N. 7<sup>th</sup> Street.
- The rug shop that was next to Thunderstruck has just recently been purchased and will be a southwest type of boutique.
- In March, Cendera Real Estate Investments purchased the Roper Music building located at 136 N. 5<sup>th</sup> Street. The building is currently under construction.

#### BID Projects

- **Grand Junction Off-Road/Downtown Music Festival**-BID staff met with Todd, from Epic Rides, to discuss a contract between Grand Junction Off-Road and Business Improvement District for the Grand Junction Off-Road/Downtown Music Festival event.  
The beer garden will not be managed by the BID this year, therefore, staff is working to secure a non-profit organization to manage the beer garden. A non-profit can reduce their costs by obtaining volunteers for staffing and t-shirt security. The organization would receive all the proceeds for the beer revenue, however, the BID will be asking for a \$4,000 stage sponsorship to help offset some of the expenses that are incurred. The BID staff will continue to assist with the event.
- **Shop Local Campaign**-In the process of finalizing the marketing for 2017. The BID will be promoting a Shop Local, Eat Local, use Local Services Campaign. There will be shared advertising opportunities for business owners who would like to participate in the Shop Local Campaign. Social media (Facebook, Instagram, etc.) will be utilized as much as possible to promote the Downtown since it is the least expensive way to advertise.
- **Downtown Guidebook**-Anyone interested in placing an ad in the Downtown Guidebook should contact The Daily Sentinel before the January 31, 2017 deadline. Last year 20,000 Guidebooks were printed, however, this year the VCB will be including the Downtown Guidebook in every visitor bag, therefore, 35,000 copies will be printed.
- **Leadership Committee**-Our goal is to have full participation in the Leadership Committee. There are currently 8 committee members, however, there should be a total of 11 representatives.
- **Downtown Art Festival**-An Art Festival will be held on October 6<sup>th</sup> & 7<sup>th</sup>. Funds were not budgeted this year for the event, therefore, the BID will rely on sponsorships.

**OTHER BUSINESS:**

Marty stated that he attended a VCB meeting and there was discussion regarding bringing the Downtown into part of their marketing campaign. Marty encouraged Allison and Brandon to reach out to the VCB as well as GJEP and the Grand Junction Chamber of Commerce.

**ADJOURN:**

*Shane made a motion to adjourn; Duncan seconded the motion. The meeting adjourned at 7:50 a.m.*