

Minutes

Regular Board Meeting of the Horizon Drive Business Improvement District

January 19, 2022

Horizon Drive District

Held via Zoom

10:30am to 12:30pm

Attendance:

Brian Burford
Jim Cagle
Kevin Harrison
Jay Moss
Cameron Reece
Sarah Russell

Others:

Vara Kusal, District staff
Dennis Simpson, City Council representative

Call to Order: The meeting was called to order at 10:35 am by Cameron Reece. The meeting was recorded. A quorum of board members was present.

Consent Agenda: The consent agenda, consisting of emailed documents (Treasurer's Report of December, 2021; Minutes of November 17, 2021) were received by all board members. Approval of the entire consent agenda was moved, seconded, and unanimously passed.

Discussion and Action Items from Prior Meetings:

Survey Results: The New Year survey was sent to 490 email addresses on file and received by 289 addresses (some bounced or opted out). We received 37 responses (12.8%). Among the respondents, 43% were business owners, 16% were property owners, and 32% were employees within the District. A good mix of types of industries was represented. 49% responded that the business climate in 2021 was "average" and 30% described it as "above average". Only 5% described the 2021 business climate as "poor". 49% expect the 2022 business climate to be "about the same", while 35% predict it will be "better".

The greatest concerns facing businesses in the District in 2021 were COVID (32%) and staffing (30%), followed by homelessness (14%). The greatest concern anticipated in 2022 is staffing (54%). COVID and homelessness tied for second place at 8% each. Retail and shopping (44%) were what respondents would like to see more of in the Horizon Drive District, followed by trails and walking areas (39%), sit down restaurants (31%), events (25%), parks and recreation (22%) and electric vehicle charging stations

(17%); more than one choice was allowed. Lowest on the want list were hotels (0%) and gas stations (also 0%) followed by public transportation (3%) and housing (6%).

Responses were overall positive to the question, "How safe do you feel while in the Horizon Drive area?" 43% feel "safe", 24% feel "very safe", and 30% feel "average" in regard to safety. Only 3% feel "unsafe" and 0% feel "very unsafe". Several comments were made in the "additional comments" section about "pot shops", the need for more outdoor surveillance cameras, etc. We will be conducting a survey each year to monitor how the addition of retail marijuana stores in this area impacts the perception of safety.

New Business:

Board member interviews by City Council: There are three board seats up for renewal: Cameron Reece, Jay Moss, and Jim Cagle. The interview committee is usually comprised of City Council members; however, this year a board member of the District has been invited to join Mayor Chuck McDaniel and Council member Dennis Simpson. Sarah Russell volunteered to participate in the interviews, which will take place in early February.

New public safety program: Vara met with members of the Grand Junction police department about the ARTIC (Advanced Real Time Information Center) monitored crime cameras. She has discussed the new program with Horizon Drive businesses, and a list of 10 businesses willing to host a camera on their property has been sent to GJPD. Signage has yet to be finalized, but the proposed design warns of monitored crime cameras using advanced technology. This alone is hoped to be an effective deterrent to criminal activity in the area. The cameras will be installed in early summer.

Next meeting. The next regular meeting is scheduled for **February 16, 2022 at 10:30 a.m.** It is likely meetings will remain via Zoom until COVID numbers come down in Mesa County.

Adjournment:

The meeting was adjourned at 11:15 a.m. with thanks to all.

Horizon Drive District

By: /s/ Fonda Dunlap
Fonda Dunlap, Secretary

Date: March 16, 2022