

Minutes

Gallup Business Improvement District Board meeting
May 18, 2017, Rico Motors

Call to order.

Motion to accept minutes of April 20 Board meeting: A. Biava; 2nd: J.DeYoung. Approved

Motion to accept monthly financial report: S. Gurley; 2nd: M. Menapace. Approved. Discussion of commitments made to partner financially with City of Gallup for two projects during FY 18. Discussion of expected ask from private company starting a tour guide business in Gallup. Ask not yet received by BID. Discussion of issues involved with providing any funds to a private business, vis-a-vis the State of NM anti-donation statute.

Voting items:

Request from Lions Club to support Annual Lions Club Rodeo Fundraiser events in downtown Gallup on June 10, 2017 - \$3,000. Motion to deny Lions Club last minute request for June 2017, which is not in the BID budget, and to insert funds (amount TBD) for Lions Club downtown event into FY 18 budget: J. Rich ; 2nd: A. Biava. Approved

Request from "Relay For Life" American Cancer Society to support event to be held downtown on Friday, June 16, 2017 in the amount of \$4,600.

Motion to provide \$3000, advertising in Gallup Journey, security from Red Rock, one canopy: J. Rich; 2nd: A. Biava. Approved.

Discussion of the BID's policy for supporting downtown events. BID driven creation of Gallup Main Street Arts & Cultural District was intended in part to have an established program to plan, support or promote downtown district events, as part of the four-point MainStreet approach to increasing awareness and success rate of downtown events. BID now is focused more on working with City and others to improve the physical environment and structures downtown, less focused on events. BID should continue to encourage downtown events and provide support at a lower dollar amount per event. Discussion of event organizers asking individual business owners for substantial donations, then, also asking the BID organization for a large donation. BID efforts during its existence to create a more

vibrant downtown, which is successfully attracting events has been accomplished.

Reports

Report on GEDA meeting, including Rep Lundstrum's update of statewide program budget cuts during legislative session. NM Budget will not be final until Special Legislative Session occurs.

April 26 tour of Ricca/Grand Hotel Building with architects from Cherry-See-Reames, including comprehensive discussion of rehabilitation of the building with owner Archie Baca Jr.

Discussed Ride Flight Cruise event funding application at meeting of City of Gallup Lodgers Tax Committee. Amount of \$21,000 was approved for out-of-market marketing & advertising to attract overnight visitors to Gallup during event. City Council will vote on Lodgers Tax requests during May 23 regular City Council meeting.

IEDC training course "Business Attraction, Retention and Expansion" held in Albuquerque May 4 – 5. Emphasis on impact of new "Disruptive Technologies". Review of Business Disaster Resilience and Recovery Plans. Instructor was Laith Wardi, President of Executive Pulse. BID provided partial funding for Gallup's purchase of Executive Pulse.

GGEDC Economic Development seminar, held at Gallup McKinley Chamber of Commerce on May 8, 2017 as part of Economic Development week.

BID article on downtown improvement published by Gallup Independent and Gallup Sun as part of Economic Development week.

GGEDC annual luncheon honoring largest employers in Gallup McKinley area. Keynote speaker – Matt Geisel, Cabinet Secretary for New Mexico Economic Development Department.

Invitation to May 19 all-day Economic Development Roundtable meetings at U NM-Gallup. Topics are Workforce Development and Housing issues. Presenters include consultant Allison Benton on Workforce and NM Mortgage Finance Authority on Housing.

Walkway improvements under Clean & Beautiful grant moving forward.

Art Crawl update: Rose Eason has improved Art Crawl events and also Gallup Arts overall. Board agreed to invite Rose to visit at September Board meeting to provide an update.

Jon DeYoung described City of Gallup ICIP – and provided list of projects for FY 18, including Electric Department, Solid Waste, and Water. A lot of funding is going to infrastructure in the coming year, including

Downtown Coal Avenue Alley Reconstruction Phase One. Property owners on Board asked J. DeYoung to discuss with City Manager M. Ustick the merits of having a Police Dept. sub-station in central downtown location.

Discussion of Gallup MainStreet Art & Cultural District annual fund-raising event that was held outside of the Downtown District and the need for BID Board to emphasize to GMSACD Board that it must appropriately follow NM MainStreet program guidelines in order to be successful. Local business owners have expressed dissatisfaction. BID funds must be spent within the downtown district, by statute. GMSACD remains an Affiliate program, is not yet a Certified program.

Board will to send a letter of apology to Mr. Jerry Garcia for the inappropriate images rendered on a concrete planter on sidewalk at 224 W. Coal Avenue.

Next BID Board meeting – Thursday, June 22, 3 PM at Rico Motors.

Motion to adjourn: J. DeYoung; 2d: S. Gurley