

Gallup Business Improvement District Meeting
March 18, 2021, 3 PM

MINUTES

Call to order - 3:17 PM

Attendance – roll call. Present: Anna Biava, Archie Baca, Mickey Menapace, Louie Bonaguidi, Maryann Ustick, Jon DeYoung Excused absence: James Rich, Steve Gurley.

Motion to Approve Agenda: A. Baca; 2nd: M. Menapace. Roll Call: A. Biava-yes, A. Baca-yes, M. Menapace-yes, L. Bonaguidi-yes. Approved.

Motion to Approve Minutes from February 18, 2021 meeting: A. Baca; 2nd: M. Menapace. Roll Call: A. Biava-yes, A. Baca-yes, M. Menapace-yes, L. Bonaguidi-yes. Approved.

Motion to Approve Monthly Financial Report: L. Bonaguidi; 2nd: M. Menapace. Roll Call: A. Biava-yes, A. Baca-yes, M. Menapace-yes, L. Bonaguidi-yes. Approved.

Guest: Jennifer Lazarz, Gallup Tourism & Marketing Manager – verbal presentation of City of Gallup framework for celebration of Rt. 66 Centennial in 2026: City of Gallup "*Road to Route 66* " plans:

1. Infrastructure: Attraction building (art); pole banners; gateway sculptures and signage at the east and west sides of Rt. 66 in Gallup; "Historic Rt. 66" signs.
2. Business partnerships: City of Gallup sign grant program; strategic programming to bring customers to businesses on Rt. 66; request art project proposals from GallupARTS, Business Improvement District, MainStreet, NM DOT, BNSF
3. Marketing: create a media asset library; place print ads in Route magazine, NM Route 66 Association Magazine, AAA Magazine, and more;

place digital advertising (create content, place media buys, utilize social media). Start small, with gradual build up as the Centennial approaches.

4. Outreach: Utilize NM DOT (Department of Transportation), NM Tourism Department, pursue partnerships with: National Route 66 Museum, National Route 66 Interpretive Center, National Historic Route 66 Federation, The Route 66 Road Ahead Partnership.

Jennifer has asked each of the local organizations mentioned, including Gallup BID, to create their own plans for the Rt. 66 Centennial.

Jennifer also said that the City of Gallup will prime and paint a long stretch of fence along the north side of Route 66 that runs eastward approximately from the location of Gallup Skate Park to the area across from Four Corners Welding. City of Gallup intends to hire a local artist to paint decorative artworks on the fence. That project may take place this summer.

There may be funding available from the Federal Government, and from Foundations, to support the celebration of Route 66 Centennial. There is new Federal Administration in place and the Centennial is still five years away. No one knows for certain what kinds of support may be available. It is certain that it is important for Gallup to make a good plan so it can apply for any support that is made available.

F. Bee and J. Lazarz will meet soon to discuss the Rt. 66 Celebration.

Voting items -

Sign Grant Program reimbursement to DePauli Engineering

Total cost of project: \$5036.53

BID reimbursement: \$3777.40

Motion to approve DePauli Engineering request for sign grant reimbursement of \$3777.40: A. Baca; 2nd: M. Menapace. Roll Call: A. Biava-yes, A. Baca-yes, M. Menapace-yes, L. Bonaguidi-yes. Approved

Discussion items -

Coal Avenue Commons project update & Alley Project update

– see report included below

Gallup Metropolitan Redevelopment Plan 5 year update is in progress. The MRA Plan Project Implementation list is being reviewed and updated. When the MRA Plan has been updated, it will be presented to City Council for approval.

BID activities FY 21 will be reviewed and updated during the May Board meeting. Budget allocation for each program will be discussed at that time. The FY 22 budget will be voted on during the June 2021 Board meeting.

Gallup BID–Regional Economic Development Partners update:
Several virtual meetings have been held between the REDP alliance members and Sheldon Bartel, NDC. Economic Development Finance trainings have been held and will continue.

Summer events: State of New Mexico’s current guidance for holding large outdoor events restricts the number of participants to 150 people. Gallup BID Arts Crawl events attract close to 3,000 attendees per monthly event. Gallup BID Downtown celebration of Annual Gallup Freedom Ride Flight Cruise event attracts over 6,000 people. It will not be possible to follow required social distancing guidelines. Gallup BID will not be able to provide any downtown events until Fall 2021 at the earliest. We will closely monitor guidance provided by NM Health Department.

Summer downtown bicycle security patrols. There was a brief discussion of the need for security in the Downtown Business District during this unusual era of the pandemic. There will be a discussion about security and the funds available for it at the April regular monthly BID Board meeting.

Other discussion:

CHEE AHH tearoom and market is relocating one block eastward on Rt. 66. They have secured a permit from City of Gallup to perform a renovation of that space. They have inquired about the BID sign grant program and filled out the application form. After the sign has been fabricated and installed, BID Board can consider the application.

Reports

February 19 – GEDA Meeting

February 22 – Meeting with S. Gurley about 2021 Annual Ride Flight Cruise event. Gurley Ford will not hold its annual car show event during 2021.

February 24 - NM EDD webinar – “Contracting with the Government”

February 26 – Zoom meeting with Sen. Munoz to advocate for support for NM MS Capital Outlay

February 26 – Received signed documents from NM EDD for its support of BID-REDP-NDC effort

March 1 – Zoom meeting of REDP group and Sheldon Bartel, NDC

March 2 – Meeting with Sherman McCorkle to discuss potential projects in Gallup

March 3 – Meeting of Gallup Downtown Coordinating Committee to review the previously discussed 5 year update to the 2015 Metropolitan Development Plan

March 4 – Meeting of Downtown Safety & Security Committee

March 5 – NM EDD webinar on Outdoor Economy marketing effort by State of New Mexico

March 8 – Zoom meeting with REDP and Sheldon Bartel

March 9 – Zoom meeting with NDC Sheldon Bartel to review objectives of Gallup BID in working with NDC

March 9 – Telephone discussion with Rep. Lundstrom to advocate for support for NM MS capital outlay

March 11 – Telephone discussion with Matt Long, Murphy Builders, about the poles that had been used to support the decorative lights above the 200 block of W. Coal and the status of the alley portion of the Phase 1 Coal Avenue project

March 11 – Telephone discussion with John Wheeler, Gallup Electric Utility, about the poles removed from 200 block of W. Coal and placed in storage during the Coal Avenue construction work period; and ideas for decorative lighting in several locations in the BID District

City Manager Ustick gave a report on the current downtown construction projects:

1. Phase 1 of the Coal Avenue Commons construction project should be completed by end of May. City Manager is working with NWNMCOG to develop a funding strategy for Phase 2. (Phase 1 is the 200 block of West Coal; Phase 2 is the 100 block of West Coal). It may be possible to obtain some money from NM road funding.
2. Work on the alley project between 2nd and 1st Streets, between W. Coal and W. Aztec had been paused because the electrical contractor had delays. That project will resume work during April.
3. Work in the alley between W. Coal and W. Aztec, between 2nd Street and the Walkway (i.e. the area behind the El Morro) is taking place now.
4. Work in the alley between W. Coal and W. Aztec, from the Walkway to the west side of 3rd is going to be expensive and time consuming because there is an existing large storm runoff system junction under the middle of 3rd Street at the location of the alley. The projected completion of this phase of work is summer of 2022. City of Gallup does not have enough funds to complete this phase of work. M. Ustick recommends that she and Kara Smith, Gallup Main Street Executive Director, apply for NMMS Capital Outlay funds to be used for the phase 4 alley project, not for Phase 2 of the Coal Avenue Commons project. An additional consideration is the tight time frame for completing the work in the alley from Walkway to 3rd.

Therefore, a different funding strategy must be developed for Phase 2 of Coal Avenue Commons project.

Date of next BID Board meeting – April 15, 3 PM.

Motion to adjourn: M. Menapace; 2nd A. Baca. Roll Call: A. Biava-yes, A. Baca-yes, M. Menapace-yes, L. Bonaguidi-yes. Approved