

WesternSlopeNow.com (televised) comes this report:

On Aug 25th Diane Schwenke answered John Madden's question:

"...so as far as the businesses are concerned as to updating their post cards and business cards and things like that, you all have been helping them out in that aspect?"

(1:26) *"It is important to note **we had a thousand businesses and property owners in the North Ave. corridor who actually supported this change and submitted a petition to the city**, so they understand that there is going to be some costs associated with this, but we're trying to minimize is as much as possible both in terms of the supplies they might need and also some of the address changes that anybody goes through when they have a change of a business address. So we will be obviously discounting (trying to get some of our and do have some of our Chamber members who are going to be offering discounted) printing, free graphic design; I think it's important to note that we have Colorado Mesa youth, university students who are willing to help, come in regards to updating marketing plans if businesses want to use this opportunity to update their look and their outreach to customers. We're also doing on some other things to make sure the city of Grand Junction is working with a multi-jurisdictional group on address change, making sure that it gets uploaded to all the navigation devices, Google Maps those sorts of things, those are some of the things. We'll also be offering classes for businesses in that corridor on how to manage their online presence as well as actually utilizing some resources from the Mesa county Library to help them do some outreach to new customers or potential customers."*

(4:02) *A name change in and of its' self is a first step, a beginning step and I think there is something to be said for the North Avenue Business Owners Association and their support of this in terms of, they see it as a way to start revitalizing a corridor, that hopefully students will be using more and more as the university grows and as we're able to look at potential for revitalizing that corridor.*

(4:34) *"North Avenue is no longer the northern boundary of the community which was the reason for the original name change ... and unfortunately the students of today and the young people of today see a corridor that is in desperate need of revitalization and re development and we think again "this is a first step, a beginning step;" and it was actually coupled with a request that we had, the city council and the Grand Junction Economic Partnership and others that we start to invest in this corridor."*

- Diane Schwenke 8/25/2017