

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, NOVEMBER 12, 2020
VIA ZOOM
7:30 A.M.

BID Board Members present: Doug Simons Jr. (Chair), Cole Hanson, Libby Olson, Maria Rainsdon, Anna Stout, Vance Wagner

BID Board Members absent: Josh Niernberg (Vice-Chair), Dan Meyer, Duncan Rowley

Downtown Grand Junction Staff present: Brandon Stam, Dave Goe, Vonda Bauer, Rykel Menor

City of Grand Junction Staff present: John Shaver (City Attorney), Greg Caton (City Manager), Chuck McDaniel (City Councilmember)

Call to Order: Doug called the meeting to order at 7:33 a.m.

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of October 8, 2020

Libby made a motion to approve the minutes of the October 8th Business Improvement District meeting. Vance seconded the motion. The motion was approved.

REGULAR AGENDA

BID HOLIDAY PLANS

The U.S. Capitol Christmas tree stopped at the Grand Junction Convention Center on November 11th, 2020. Due to community health and safety guidelines, the celebration was a drive-by viewing.

The 12 Days of Christmas Celebration will begin on December 1st through December 12th from 4:00 pm to 7:00 pm. Main Street will be closed each night between 4th and 5th Streets to allow for the display of four to five floats. In addition, Santa will be attending the celebration and entertainment groups will be performing. Downtown staff is working with Maria to schedule shopping and a movie at the Avalon Theater during the celebration. Spectators will be required to pre-register for COVID tracing. Brandon thanked our sponsors Enstrom Candies and Bank of Colorado.

The Downtown Christmas Tree was lit on Monday, November 9th. On November 20th, the City of Grand Junction Parks and Recreation will turn on the holiday lights throughout Downtown.

Dave stated that Downtown Grand Junction will partner with Townsquare Media for a Small Business Saturday promotion. There will be an opportunity for eighteen Downtown businesses to receive airtime to talk about specials, promotions, etc. This promotion is on a first come, first serve basis. Small Business Saturday is November 28th.

In addition, three local TV stations will be promoting Small Business Saturday and the Daily Sentinel will provide a six-page insert that will include holiday event information. The insert will print five times throughout the holiday season.

Growl Agency submitted a proposal to provide social media management for Downtown Grand Junction and the Creative District.

Anna thanked Dave for providing promotional information on the Downtown social media sites.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN:

There being no further business; Anna made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 7:42 a.m.