

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, JANUARY 14, 2021  
VIA ZOOM  
7:30 A.M.

**BID Board Members present:** Doug Simons Jr. (Chair), Cole Hanson, Dan Meyer, Libby Olson, Maria Rainsdon, Duncan Rowley, Vance Wagner

**BID Board Members absent:** Josh Niernberg (Vice-Chair), Anna Stout

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

**City of Grand Junction staff present:** City Manager Greg Caton, City Attorney John Shaver, Community Development Director Tamra Allen, Senior Planner Lance Gloss

**CALL TO ORDER:** Doug called the meeting to order at 7:34 a.m.

**CONSENT AGENDA**

**APPROVAL OF MINUTES:**

Meeting of November 12, 2020

***Maria made a motion to approve the minutes of the November 12, 2020 Business Improvement District meeting. Libby seconded the motion. The motion was approved.***

**REGULAR AGENDA**

**BID RESOLUTION 2021-01 BUSINESS IMPROVEMENT DISTRICT AUTHORITY MEETING SCHEDULE**

***Duncan made a motion to approve BID Resolution 2021-01 designating the location for the posting of the notice of meetings, establishing the 2021 Business Improvement District meeting schedule, and establishing the procedure for calling of special meetings. Maria seconded the motion. The motion was approved.***

**UPDATES**

The Downtown 12 Days of Christmas Celebration was held on December 1<sup>st</sup> through December 12<sup>th</sup>. Gift cards and gift baskets were hidden on Main Street and Colorado Avenue. Clues as to the locations were put on the Downtown social media sites so citizens could find the gifts. In addition, Downtown business windows were decorated by Samantha Wyatt of Maven Pen.

There was a significant increase in gift cards sales for 2020 totaling \$187,000. In 2019 total sales were \$79,636 and \$88,988 in 2018. Downtown offered multiple promotions to encourage the community to purchase gift cards. There was an abundance amount of community support as well as businesses who expressed their desire to support local.

A survey was recently sent out to businesses seeking feedback on how sales were during the 12 Days of Christmas celebration and to provide ideas and improvements for 2021.

Restaurant Week has been moved from March to April due to the warmer weather. The new outdoor parklets will also expand restaurants capacity.

Additional information regarding the 2020 Downtown events will be provided at the February board meeting.

**OTHER BUSINESS**

None

**PUBLIC COMMENTS**

None

**ADJOURN:**

*There being no further business; Duncan made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 7:43 a.m.*