

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, FEBRUARY 11, 2021
VIA ZOOM
7:30 A.M.

BID Board Members present: Doug Simons Jr. (Chair), Josh Niernberg (Vice-Chair), Cole Hanson, Dan Meyer, Libby Olson, Maria Rainsdon, Anna Stout, Vance Wagner

BID Board Members absent: Duncan Rowley

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

City of Grand Junction staff present: City Manager Greg Caton, City Attorney John Shaver

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

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of January 14, 2021

Maria made a motion to approve the minutes of the January 14, 2021 Business Improvement District meeting. Libby seconded the motion. The motion was approved.

REGULAR AGENDA

2021 EVENT CALENDAR

Rykel stated that Downtown events have been scheduled for the year. Due to the pandemic, Mesa County Public Health Department will provide guidelines and restrictions for events to ensure the safety and health of the community. The 2021 Downtown events scheduled are as follows:

- Restaurant Week-In the past Restaurant Week was held in March; however, the date has been moved to April 9th through April 18th. With the warmer weather restaurants will be able to take advantage of their outdoor patios and parklets. In addition, Downtown Grand Junction is considering expanding the event into the Grand Valley to help support local restaurants. Restaurants would be required to be locally and independently owned.
- Grand Junction Off Road + Music Festival - Epic Rides previously announced the cancelation of the GJ Off Road bike event this year due to the COVID-19 pandemic. Downtown staff are discussing potential options that may include a virtual music event. More information will be available soon.
- Market on Main – June 24 through September 9
- Fourth of July Parade – July 4
- Car Show – September 18
- Art Festival – October 1-3
- Spooktacular – October 23
- Tree Lighting – November 20
- Parade of Lights – December 4

DOWNTOWN GRAND JUNCTION WEBSITE

Brandon stated that there have been conversations regarding the need to redesign the Downtown website. The website was originally designed and maintained by Josh Hudnall, Allison Blevins's husband. When Allison resigned, Josh no longer maintained the website. Aaron Young recommended Growl Agency. Downtown hired Growl Agency in the spring of 2018 to maintain the website. It was noted that Libby did not serve on the DDA/BID Board at that time. Recently the Downtown Board approved staff to work with Growl Agency to create a new Creative District website called GJ Creates that has been implemented and is dedicated to promoting art.

Dave explained the current Downtown Grand Junction website needs to be completely redesigned to fix the bugs, improve security and the useability of the site, add improved filtering and search functions, improve the business listings, provide ways to make it easier for businesses to manage their listings, and provide a more modern way to maintain the Downtown guidebook. In addition, the redesign would allow the BID to use the website as a marketing tool to help promote events. The improvements would be a benefit to the community, staff, and Downtown businesses.

Brandon stated that Board approval would be required due to the estimated cost of \$15k or more for the website design. The exact amount would be determined based upon the scope of the project. The City of Grand Junction's Purchasing Policy accepts preferred vendors which would allow Downtown GJ to continue to work with Growl Agency. The other option would be to send out a Request for Proposal.

Board members agreed that Growl Agency staff have done a great job in maintaining the Downtown website and understand the needs of our plans. Growl Agency has several team members that could assist with the redesign. The consensus of the Board was to move forward with Growl Agency. Libby has submitted a disclosure statement and will recuse herself from voting and being a part of the Downtown website redesign since she serves on the DDA/BID Board.

Vance made a motion for the Board to recognize the relationship and disclosure of Libby's involvement with Growl Agency and to authorize Brandon to negotiate a contract with Growl Agency and bring the contract back to the Board once the negotiations have been completed. Maria seconded the motion. Libby recused herself. The motion passed.

OTHER BUSINESS

The grand opening for Ciara's Cantina, located at 701 Main Street, was on February 5, 2021.

Two Rivers Tavern GJ, formally known as Baron's, is under new ownership. The establishment is located at 539 Colorado Avenue.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Vance made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 7:52 a.m.