

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

BID Board Members present: Josh Niernberg (Vice-Chair), Cole Hanson, Dan Meyer, Libby Olson, Maria Rainsdon, Duncan Rowley, Anna Stout

BID Board Members absent: Doug Simons Jr. (Chair), Vance Wagner

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

City of Grand Junction staff present: John Shaver (City Attorney)

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

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of February 11, 2021

Maria made a motion to approve the minutes of the February 11, 2021 Business Improvement District meeting. Dan seconded the motion. The motion was approved.

REGULAR AGENDA

AMBASSADOR UPDATE

Sarah (Ambassador Program Coordinator) provided a PowerPoint presentation of the Downtown Ambassador Program. She explained that the original start day was in May; however, due to the pandemic the date has been changed to June. The plan is to have four to six part-time Ambassadors and are scheduled to work Thursday, Friday and Saturday.

The Ambassadors provided feedback last year and indicated that an information kiosk would be beneficial. It would provide an official location for visitors to receive information and could be utilized during Downtown events. The kiosks would include a place to display Downtown guidebooks, postcards, event calendars, etc. and provide additional storage space. Sarah has researched several kiosk options and received an appropriate number of bids to complete the project. The kiosk will be fabricated by a local business, Western Precision Manufacturing. The estimated total cost for the kiosk is \$8,000 - \$9,000.

Brandon explained that the original budget for the Ambassador program was \$65k which included Ambassadors working 6 days a week; however, this year there will be cost savings since they will be working 3 days a week.

OTHER BUSINESS

Dave explained that last year the Creative District received a microgrant for \$5k from Colorado Creative Industries. Local artists were awarded up to \$1k to do art projects downtown. Dave shared a video of mural artist, Seth Weber, designing a mural on a downtown wall. In addition, Timberline Bank has

provided funding for an additional mural project downtown. The location for the mural has not been determined at this time.

A Downtown gift card merchant summary for the period January 2021 through March 10, 2021 indicated \$34,257.24 in gift card transactions had been redeemed by customers.

Brandon stated that many businesses, as well as Downtown Grand Junction, would like to do something in memory of the recent passing of Warren Barnes. Mr Barnes enjoyed sitting on a bench and reading in one of the Downtown breezeways.

Rykel gave an event update.

- Restaurant Week will be taking place on April 9 through April 18. Passports and posters will be available soon. Takeout delivery will be encouraged.
- Market on Main will run Thursday evenings beginning June 24 through September 9 from 5:30-8:30 pm. Vendor and entertainment applications will be available in mid-April. A meeting has been scheduled with Mesa County Public Health Department to discuss guidelines and restrictions due to the pandemic.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Anna made a motion to adjourn. Maria seconded the motion. The meeting adjourned at 7:54 a.m.