

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, SEPTEMBER 23, 2021
750 MAIN GROWL CONFERENCE ROOM & VIRTUAL OPTION
7:30 A.M.

BID Board Members present: Doug Simons Jr. (Chair), Josh Niernberg (Vice-Chair), Cole Hanson, Libby Olson, City Council Representative Randall Reitz, Garrett Portra (via zoom), Maria (via zoom)

BID Board Members absent: Dan Meyer, Vance Wagner

Downtown Grand Junction staff present: Brandon Stam, Rykel Menor, Vonda Bauer, Sarah Dishong, and Dave Goe was absent.

City of Grand Junction Staff present: Trent Prall (Public Works Director)

CALL TO ORDER: Doug called the meeting to order at 7:33 a.m.

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of July 8, 2021

Randall made a motion to approve the minutes of the July 8, 2021, Business Improvement District meeting. Garrett seconded the motion. The motion was approved.

REGULAR AGENDA

BID BUDGET

Brandon presented the 2022 proposed BID budget and briefly recapped the 2021 activities. Brandon explained that the BID is composed of commercial properties within the BID district and is primarily funded through a special assessment and revenue received from vendor fees and sponsorships. The purpose of the BID is to produce public events, provide marketing to Downtown businesses, and promote Downtown.

2021 Amended BID Revenues & Expenses

The 2021 amended projected revenues were \$361,629 which includes license/permits, Arts Commission grant, sponsorships, vendor fees, special assessment, the DDA & City of Grand Junction contributions, and miscellaneous revenue. The 2021 amended projected expenses were \$335,108 which includes labor & benefits and non-personnel operating expenses (contract services, advertising, professional development training, dues and fees, event production).

2022 Proposed BID Revenues & Expenses

The 2022 projected revenues were \$388,239 which includes license/permits, Arts Commission grant, sponsorships, vendor fees, special assessment (includes an increase of 5%), the DDA & City of Grand Junction contributions, and miscellaneous revenue. The 2022 proposed expenses were \$352,848 which includes labor & benefits and non-personnel operating expenses (contract services, advertising, professional development training, dues and fees, event production).

Brandon explained that the long-term goal of the BID was to be self-sustaining. Once that is achieved, the DDA's contribution of \$27,500 would be distributed back to the DDA.

BID Fund Balance Summary:

2015 actual	\$ 10,213
2016 actual	\$ 12,584
2017 actual	\$ 25,073
2018 actual	\$ 70,108
2019 actual	\$ 88,216
2020 actual	\$ 71,884
2021 projected	\$ 98,405
2022 projected	\$133,796

Libby made a motion to approve the proposed BID budget for 2022. Cole seconded the motion. The motion was approved unanimously.

UPDATES

2021 AOTC Exhibit

Sarah Dishong (Project Coordinator) gave a presentation of this year's Art on the Corner temporary sculpture exhibit. There were 93 applications submitted. Seventeen pieces were selected including one piece from a student at Colorado Mesa University. The curator for this year's exhibit is the Art Center Executive Director, Lee Borden. The new temporary exhibit sculptures will be installed on Saturday, October 2, 2021, beginning at 7:00 am. The reception will be held from 4:00 pm-7:00 pm at the Springhill Suites. A new Art on the Corner logo was created this year which resembled the original logo from years ago.

Sarah gave a special thanks to Troy Reynolds and his team from FCI Constructors, Damian Radice, Gary Hauschulz, and Brian Harrison for their help and assistance over the years with the installation.

UPDATES

Rykel gave an update of Downtown events.

- **Market on Main** - The Market went well this year. A beer garden was held during the last market. Many new vendors including more farmers participated in the event. Sponsorships increased and some businesses signed multi-year agreements.
- **Downtown Car Show-September 18** - This year the event was held on Main Street. Last year the car show was held at the Two Rivers Convention Center parking lot due to COVID and only allowed 50% capacity. This year there were 160 cars that participated. The event was a success and had great community support.
- **Downtown Art Festival- October 1st-3rd** - Last year the event was only allowed to be on one block; however, this year the event will be expanded to four blocks. First Friday Art Walk will begin October 1st from 4:00 pm-9:00 pm. There will be live music at the plaza at 4th and Main from 5:00-8:30 pm. On Saturday the Art on the Corner installation will begin at 7:00 am and the Artist Expo will be held from 11:00 am – 3:00 pm. Approximately 65 artists and groups have registered to participate in the festival. Artists will be encouraged to do some demonstrations to engage the public in their art. On Sunday the Grand Junction Film Festival will begin at 1:00 pm at the Avalon Theatre.

- **Spooktacular** - The event will be held on Saturday, October 23rd from 3:00 pm to 5:00 pm.
- **Downtown Tree Lighting** - The event will be held on Saturday, November 20th at 5:00 pm.
- **Parade of Lights** - The event will be held on Saturday, December 4th beginning at 5:00 pm. This year's theme is Candyland Christmas.

Brandon stated that the Sports Commission and Epic Rides are in the process of finalizing an agreement to bring back the Grand Junction Off-Road event in May 2022.

OTHER BUSINESS

Brandon stated that Dave was invited to speak at a Placemaking Conference in Flint Michigan. Dave is also working on some mural projects for Downtown. A mural will be painted on the Ramblebine Brewery wall and local artist TJ Smith will be painting a "Welcome to Grand Junction" mural that will be placed at 500 Main Street.

Downtown is working with Aaron Young and the Business Incubator to launch a food truck court on Aaron's vacant lot located at 702 Main Street. The Business Incubator would manage the food court. Mural panels will be installed to create an art walk and some of the extra parklets will be installed.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Josh made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 7:57 a.m.