

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, APRIL 21, 2022  
750 MAIN GROWL CONFERENCE ROOM & VIRTUAL OPTION  
7:30 A.M

**BID Board Members present:** Cole Hanson (Vice-Chair), Dan Meyer, Libby Olson, Garrett Portra, Vance Wagner (via zoom), City Council Representative Randall Reitz

**BID Board Members Absent:** Doug Simons Jr. (Chair), Josh Niernberg, Maria Rainsdon

**Downtown Grand Junction staff present:** Brandon Stam, Dave Goe, Kyra Seppie, Sarah Dishong (Vonda Bauer was absent)

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

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

**CONSENT AGENDA**

**APPROVAL OF MINUTES:**

Meeting of March 17, 2022

***Libby made a motion to approve the minutes of the March 17, 2022, Business Improvement District meeting. Garrett seconded the motion. The motion was approved.***

**REGULAR AGENDA**

**BID EVENT RECAP**

**Mav Classic**

The Maverick Classic and Beer Festival event was held on March 26, 2022. The beer festival was added to the event this year and was held in the Colorado Avenue parking lot between 4<sup>th</sup> & 5<sup>th</sup> Streets. Kyra gave a presentation of data that was collected during the event using the Placer.ai software. Data indicated there were approximately 2,000 attendees. The data will be beneficial to indicate how many people are visiting downtown. Hopefully, this will encourage Downtown businesses to stay open later during events. An event recap, which will provide statistics of attendees, will be posted periodically on our website and in the newsletter.

**Restaurant Week**

Downtown Restaurant Week was held April 1 through April 10, 2022. There were many positive comments regarding the event. The cost of participating this year was decreased to \$50 per business regardless of restaurant type. Nineteen restaurants participated this year. Due to the increase of restaurants participating, more winners were selected for the prizes. There were 128 passports turned in.

Brandon stated that there have been conversations with United Way to possibly expand Restaurant Week to a valley wide event.

**RIDES AND VIBES**

Dave stated that Downtown Grand Junction and the Greater Grand Junction Sports Commission are partnering to produce the Grand Junction Rides and Vibes event which will be held on May 20-22.

Primary Care Partners is the title sponsor. There will be a music festival, beer garden, and mountain bike race. The Friday night music headliners include Spose and Funk & Gonzo. On Saturday the headliners include Marc Broussard and the Yawpers. In addition, there will be some regional and local bands playing throughout the event.

Vendor registration is open for bike and outdoor recreation businesses as well as for the Mountain Bike race. The Grand Junction Sports Commission is anticipating 750 riders.

**UPDATES**

None

**OTHER BUSINESS**

The Downtowner will be held on Thursday, April 28<sup>th</sup> from 4:00-7:00 pm at Foam & Folly Brewing.

Dave and Brandon will be attending the GJEP Economic Summit on Tuesday and will give a presentation about the Grand Junction Creative District.

**PUBLIC COMMENTS**

None

**ADJOURN:**

*There being no further business, Libby made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 7:55 a.m.*