

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, MAY 12, 2022
750 MAIN GROWL CONFERENCE ROOM & VIRTUAL OPTION
7:30 A.M

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

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

Downtown Grand Junction staff present: Brandon Stam, Dave Goe, Kyra Seppie, Vonda Bauer, Sarah Dishong

City of Grand Junction Staff present: City Attorney John Shaver

CALL TO ORDER: Cole called the meeting to order at 7:31 a.m.

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of April 21, 2022

Vance made a motion to approve the minutes of the April 21, 2022, Business Improvement District meeting. Garrett seconded the motion. The motion was approved.

REGULAR AGENDA

RIDES AND VIBES

The Grand Junction Rides and Vibes event will be held on May 20-22. Dave shared the new website, new branding, marketing materials, and videos for the event. The website was designed to be flexible so other organizations who might produce the bike race would have the information available to them. The logo was designed by local artist TJ Smith.

Primary Care Partners provided \$15,000 to sponsor the event. A sponsor video was produced by Photonic Media. The Daily Sentinel, Townsquare Media, and KJCT 8 are media sponsors.

Marketing for the event included two billboards, an insert in the Daily Sentinel, video content on Facebook as well as other social media channels.

Registration is still open for the Mountain Bike race. Approximately 400 riders have registered thus far.

Brandon thanked Dave and Kyra for a great job co-producing the Rides & Vibes event.

OTHER BUSINESS

Sarah (Ambassador Program Coordinator) provided an update of the Ambassador Program. Five part-time ambassadors were hired and are scheduled to work Thursday through Saturday from 9:30 am to 6:30 pm.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Dan made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 7:45 a.m.