

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, SEPTEMBER 15, 2022
750 MAIN GROWL CONFERENCE ROOM & VITRUAL OPTION
7:55 AM

DDA Board Members present: Doug Simons Jr. (Chair), Cole Hanson (Vice-Chair), Libby Olson, Maria Raindson, Vance Wagner, City Council Representative Abe Herman

BID Board Members absent: Steven Boyd, Dan Meyer, Garrett Portra

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

Guests: Agriculture Consultant Katherine Bedell, Avalon Theatre Foundation Development Director Bryan Wade, City of Grand Junction Parks Operations Supervisor Joe Brown

CALL TO ORDER: Doug called the meeting to order at 8:02 a.m.

CONSENT AGENDA

Approval of Minutes:

Meeting of August 11, 2022

Abe made a motion to approve the minutes of the August 11, 2022, Downtown Development Authority Board meeting. Maria seconded the motion. The motion was approved.

REGULAR AGENDA

PUBLIC MARKET PRESENTATION

Katherine Bedell introduced herself. She has been a resident of Mesa County for 12 years and works in agriculture. Katherine serves on the Agriculture Commission and writes grants for agricultural-local food. In addition, she is an agriculture consultant.

Katherine gave a presentation and explained that a Public Market is a year-round marketplace for the sale of fresh and prepared foods. Products are often made on site and in view of customers and visitors by butchers, bakers, cheesemakers as well as others. The market would be focused on businesses that are locally owned. In addition, the market may include an educational space with a teaching kitchen, a kid's kitchen, a small farm, meeting rooms, and an outdoor gathering space.

The Benefits of a Public Market include:

- Provides Economic Opportunity
- Links Urban and Rural Economies
- Brings Together Diverse People
- Promotes Public Health
- Creates Active Public Space
- Renews Downtown and Neighborhoods

Location

- The location for the market will be at Las Colonias
- In addition to the public market space there may be an opportunity for a warehousing and manufacturing space at 3270 D ½ Road

A proposal for a feasibility study for the public market is currently underway. The city of Grand Junction and Grand Junction Economic Partnership funded the study. A final report is expected in October.

AVALON FOUNDATION CENTENNIAL CELEBRATION

Bryan Wade, Avalon Theatre Foundation Development Director, gave an updated presentation regarding their upcoming 2023 Avalon Centennial Celebration and a brief history of the Avalon Theatre. Mr. Wade stated that Avalon Theatre Board President Steven Doyle gave a presentation to the board earlier in the year.

The proposed Centennial program will include a Birthday Bash on January 5, 2023, Grand Junction Symphony concert, Community Concert Series, monthly film & mini-lecture series, a short film on the Avalon Theatre, and a final 'Big Bash' event in November 2023. The estimated cost for the celebration is \$83k.

The Avalon Theatre Foundation is seeking funding for the event. The request to the Downtown Development Authority is \$12,500; however, an anonymous donor has offered a \$25k match if a donor funds \$13k. The Board discussed the match and agreed to revise the amount to \$13k.

Vance made a motion to provide \$13k to the Avalon Theatre Foundation in 2022. Abe seconded the motion. The motion was approved unanimously.

The funds will be distributed from the DDA's special projects account.

ELECTRIC OUTLET UPGRADE-PARKS

Joe Brown, City of Grand Junction Parks Operations Supervisor, stated that he oversees the operations in the Downtown area. Joe explained that the electrical outlets on Main Street need to be upgraded and modernized. New outlets will be installed, and a key would be issued to allow user groups easy access to turn on the outlets. Key access would help deter unwanted behaviors and vandalization of the outlets. The unit cost is approximately \$130; however, if 30 units or more are purchased the cost would be approximately \$100 per outlet.

Downtown Event Coordinator, Kyra Seppie, stated that there have been electrical challenges with vendors and asked if spider boxes could be upgraded from 20-amp circuit breakers to 30-amp circuit breakers safely. Joe and Kyra will identify areas that may be upgraded.

OTHER BUSINESS

Corridor Incentive Program

The Corridor Incentive Program will be a new tool to promote larger projects. Brandon will provide the final version of the document after some modifications are made.

GJEP

Brandon met with Grand Junction Economic Partnership (GJEP) Executive Director Curtis Englehart to discuss their Investor Program. After discussing the annual investment levels, the Board agreed that the Strategic Partner level of \$10k would be appropriate. The funding amount will be included in the 2023 proposed budget.

Colorado Parking Lot Improvements

4th & Colorado

Brandon stated that he discussed the 4th and Colorado Ave parking lot improvements with City Council Representative Abe Herman, Public Works Director Trent Prall, City Manager Greg Caton, and General Services Director Jay Valentine. It was noted that the costs of construction have increased significantly since the original estimate. It would cost approximately \$150k-\$200k for the removal of the meters, adding pay stations, and

removing the concrete barriers. However, the Downtown restrooms and the 4th & 5th Street improvements are still moving forward.

DDA Grant Program

Brandon received feedback from restaurant owners regarding the Restaurant Conversion Grant. There were concerns that the \$25k grant amount that the DDA would provide for qualifying improvements was not significant enough. In addition, limiting the number of applications submitted annually to one or two applicants would be beneficial. Brandon will make some revisions and bring the document back to the Board.

Other business

None

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Maria made a motion to adjourn. Cole seconded the motion. The meeting adjourned at 9:04 a.m.