

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, NOVEMBER 17, 2022
750 MAIN GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

DDA Board Members present: Cole Hanson (Chair), Steven Boyd, Dan Meyer, Garrett Portra, Doug Simons Jr., Vance Wagner, City Council Representative Abe Herman

DDA Board Members absent: Libby Olson (Vice-Chair), Maria Raindson,

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

City of Grand Junction staff present: City Manager Greg Caton

CALL TO ORDER: Cole called the meeting to order at 7:32 a.m.

CONSENT AGENDA

Approval of Minutes:

Meeting of October 13, 2022

Dan made a motion to approve the minutes of the October 13, 2022, Business Improvement District Board meeting. Garrett seconded the motion. The motion was approved.

REGULAR AGENDA

UPDATES

Upcoming Events/Promotions

- Tree Lighting will be held on Saturday, November 19th beginning at 5:00-7:00 pm.
- Small Business Saturday will be on November 26th. Downtown Grand Junction will partner with Townsquare Media for a Small Business Saturday promotion. There will be an opportunity for Downtown businesses to receive live radio remotes to talk about specials and promotions. In addition, the Daily Sentinel and KREX will be promoting Small Business Saturday.
- Parade of Lights 40th Anniversary will be held on Saturday, December 3rd beginning at 5:00 pm.
- The City of Grand Junction sent an invitation to Board members to attend a Volunteer Appreciation Dinner on December 5th at Two Rivers Convention Center.
- The Holiday Downtowner will be held on Tuesday, December 6th at Trail Life Brewery. Brandon encouraged Board members to attend.
- The annual Spirit of Christmas Walk will be returning this year. This “Walk” is a merchant led event that will be held on December 9th from 5:30 – 8:30 pm. There will be entertainers performing, horse drawn carriage rides, and Santa Claus will be attending. In addition, there will be an ice sculpturer sponsored by Big O Tires.
- The 12 Days of Cheer will begin on December 1st through December 12th. The gift boxes have been a great addition; therefore, Everwood Collective will purchase items from Downtown businesses to put in the gift boxes that will be hidden at different locations in Downtown. During the event, customers who purchase \$50 or more at Downtown businesses can enter a drawing to win a Downtown Staycation.

Placer Data

Kyra provided a presentation of data collected from Placer Labs Inc. showing visits in the Downtown Business Corridor. The data was divided into three-month sections. The results were as follows:

- Jan-March 2022 – 624k visits with most visitors from Grand Junction, Fruita, and Palisade
- April-June 2022 – 757k visits with most visitors from Craig, Durango, Aspen, and Moab Utah
- July- September 2022 – 765k visits with most visitors from the Grand Junction area
- Last year from October-December 2021 – 727k visits with most visitors from the Grand Junction area

AOTC People’s Choice Winner

Sarah Dishong (Downtown Project Coordinator) explained that voting for the Art on the Corners People’s Choice award was provided via an electronic survey on our Downtown website this year. QR codes were placed on each sculpture to make it easy for the community to submit their votes. The People’s Choice award winner was Deth Light V: American Vernacular by Joshua Ware. This year’s Temporary Exhibit Artists voted for the Best in Show Awards which included 1st Place-Risen of the Ash by Tiimo Mang, 2nd place-Rift by Ted Schaal, and 3rd place-Dream a Little Dream by Michael Ford Dunton.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Doug made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 7:49 a.m.