

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JUNE 8, 2023
750 MAIN GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

DDA Board Members present: Cole Hanson (Chair), Libby Olson (Vice-Chair), Garrett Portra, Cris Silverberg, Vance Wagner, City Council Representative Abe Herman

DDA Board Members absent: Steven Boyd, Maria Rainsdon, Doug Simons Jr.

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

City of Grand Junction staff present: City Manager Greg Caton, City Attorney John Shaver was absent.

Guests: Mesa County Commissioner Cody Davis

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

CONSENT AGENDA

Approval of Minutes:

Meeting of May 11, 2023

Abe made a motion to approve the minutes of the May 11, 2023, Business Improvement District Board meeting. Libby seconded the motion. The motion was approved.

REGULAR AGENDA

New board member Cris Silverberg introduced himself. Cris resides in the Downtown District and works as an architect for a firm in San Francisco.

UPDATES

RIDES AND VIBES PLACER DATA

Kyra gave a presentation of the Rides & Vibes Mountain Bike Race and Downtown Music Festival. Data collected from Placer Labs Inc. showed daily visits in the Downtown Business Corridor on May 5th and May 6th, 2023. Throughout the two-day event, there were 26.4k visitors downtown. The peak visit times were after 7:00 pm each night. A map was provided that illustrated visitors based on home location. Grand Junction (all zip codes) had the most visitors with 61.1%. Other visitor locations included Denver, Montrose/Delta, and Utah.

Data provided from the Grand Junction Sports Commission indicated there were 689 riders that participated throughout the two-day event. Registration revenue was \$28,199 and gross beer sales were \$33,060. Horizon Rotary was the non-profit organization that provided beer pouring services for the event.

EVENTS

4th of July Parade

The Fourth of July Parade is scheduled for Tuesday, July 4th, at 10:00 am on Main Street. Credit Union of Colorado is the title sponsor.

Market on Main

The Market on Main event will begin two weeks later this year. Vendors provided feedback and recommended starting later due to limited produce and the heat during the event. Market on Main will begin each Thursdays beginning July 6 through September 21 from 5:30-8:30 pm. St. Mary's Hospital, part of Intermountain Health, is the title sponsor.

Special nights at the market will include firefighter hose cart races, CMU Mav night, Unity in Community, and Veterans night.

The Rhythm and Brews summer concert series and beer garden will be brought back this year on August 24 and September 21. Non-profit organization Horizon Rotary will be providing the beer pouring for the event. The beer will be provided by The Rockslide Brew Pub and Ramblebine Brewery.

OTHER BUSINESS

Brandon provided an update of the newly launched Micro-Mobility Pilot Program that allows community members to rent e-scooters. As of June 5th, there were 15,000 trips with 30,000 miles traveled. The most utilized areas were Downtown, CMU, and Las Colonias Park. Temporary signage will be removed, and permanent plastic wraps will be installed on each corner downtown.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Libby made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 8:01 a.m.