

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, NOVEMBER 2, 2023
750 MAIN GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

DDA Board Members present: Cole Hanson (Chair), Libby Olson (Vice-Chair), Steven Boyd, Cris Silverberg, Doug Simons Jr.

DDA Board Members absent: Garrett Portra, Maria Rainsdon, Vance Wagner, City Council Representative Abe Herman

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

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

CONSENT AGENDA

Approval of Minutes:

Meeting of September 28, 2023

Cole made a motion to approve the minutes of the September 28, 2023, Downtown Business Improvement District Board meeting. Libby seconded the motion. The motion was approved.

REGULAR AGENDA

UPDATES

Year-to-Date Placer Data

Kyra provided a year-to-date presentation of data collected from Placer Labs Inc. showing visits in the Downtown Business Corridor from October 2022-September 2023.

- 2.9 million visits, 519,200 visitors (most visit an average of 5-6 times per year)
- Notable peak weeks: 11/28/22-12/4/22 with 72,340 visits; 12/12/22-12/18/22 with 58,720 visits; 5/15/23-5/21/23 with 61,200 visits; 8/14/23-8/20/23 with 70,550 visits; 9/11/23-9/17/23 with 61,790 visits. Includes Parade of Lights, Holiday shopping, May tourism, Market on Main, Downtown Car Show

Holiday Event Calendar

Upcoming Holiday Events

- Tree Lighting, presented by Enstrom Candies, will be held on Saturday, November 18th from 5:00-7:00 pm.
- Small Business Saturday is November 25th.
- The 12 Days of Cheer will begin on December 1st through December 12th. Everwood Collective will purchase items from Downtown businesses to put in gift boxes that will be hidden at different locations in Downtown. Shoppers who spend \$50 or more at a single Downtown business can submit their receipts to enter a drawing to win a Downtown Staycation.
- Downtown Parade of Lights, presented by Bank of Colorado, will be held on Saturday, December 2nd beginning at 5:00 pm. The parade theme this year is "Jurassic Holiday".
- The annual Spirit of Christmas Walk is a merchant led event that will be held on Friday, December 8th from 5:30 – 8:30 pm. There will be entertainers performing, horse drawn carriage rides, Santa Claus, a 3rd party Christmas Village event in the breezeway. In addition, there will be an ice sculpturer sponsored by Big O Tires. Downtown businesses are encouraged to stay open late.

Holiday Marketing

Downtown gift card advertisements will be running beginning mid-November in Spoke and Blossom, Beacon, Biz times as well as social media promotions.

Colorado Public Radio will be underwriting for the Downtown Tree Lighting, Parade of Lights, Small Business Saturday as well as KKCO television ads for Tree Lighting and Parade of Lights.

Downtown Grand Junction will partner with Townsquare Media for a Small Business Saturday promotion. There will be an opportunity for sixteen Downtown businesses to receive live pre-recorded radio remotes to talk about specials and promotions. In addition, the Daily Sentinel and KREX will be promoting Small Business Saturday.

During Small Business Saturday customers who spend \$50 or more at a single Downtown business can submit their receipts to enter a drawing to win a Downtown Staycation

Uncanny Valley, along with local artists, will be providing holiday window painting for Downtown businesses. In addition, there will be a Downtown window decorating competition for the most festive window. Additional information and details will be finalized soon.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN

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