

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, MARCH 28, 2024  
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION  
7:30 AM

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

**Board Members absent:** Maria Rainsdon, Doug Simons Jr.

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

**City of Grand Junction staff present:** City Attorney John Shaver

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

**CONSENT AGENDA**

**Approval of Minutes:**

Meeting of February 22, 2024

***Cole made a motion to approve the minutes of the February 22, 2024, Downtown Business Improvement District Board meeting. Abe seconded the motion. The motion was approved.***

**REGULAR AGENDA**

**UPDATES**

**Rides & Vibes**

Dave stated the Grand Junction Rides & Vibes Festival, a collaboration between the Greater Grand Junction Sports Commission and Downtown Grand Junction is scheduled for May 10 and 11, 2024. The event is sponsored by St Mary's Medical Center, now part of Intermountain Health System. This is the third year for the event. There will be a variety of activities including a music festival featuring headliners The Blue Stones, The Stone Foxes, Cousin Curtiss, Cordovas, and Crepe Girl, as well as performances by regional and local bands. The festival will also feature a beer garden, food trucks, vendor booths, and cycling events.

**Porchella**

Dave explained that a Downtown Porchella is scheduled after the Art Festival from 3:00 pm to 8:00 pm on Saturday, October 5<sup>th</sup>. The live music walk will feature local musicians playing on porches and front yards downtown. The music walk will end at Gemini Beer Company located at the Lowell School Building at 310 North 7<sup>th</sup> Street.

**Sponsor Update**

Brandon commended Dave and Kyra for their excellent work in securing sponsorships for the events.

**DCI June Event**

Downtown Grand Junction will be partnering with Downtown Colorado Inc. for our June 13th Downtowner. Invitations will be sent out. On June 14th, we are organizing a retail-specific class. A founder of Smart Wool will share insights on effective store displays and customer engagement, addressing feedback we received from businesses and the leadership committee. The class is free for downtown businesses; however, we are considering opening it to businesses outside the area for a fee to DCI.

### **CCI Conference**

Downtown Grand Junction is planning on hosting the Colorado Creative Industries Summit next year, potentially in the 1<sup>st</sup> or 2<sup>nd</sup> week of May. Brandon has coordinated with the Downtown hotel staff and Maria (Oak View Group) in anticipation of 300 attendees statewide. The summit will highlight Downtown's arts and culture assets. There will be a one-day Creative Districts convening exclusively for registered Creative District staff prior to the main two-day event, which is open to all attendees. Additionally, this year, Dave, Sarah, and Maria will attend the Colorado Creative Industries Summit at the Pueblo Convention Center on May 9<sup>th</sup> and 10<sup>th</sup>.

### **OTHER BUSINESS**

At last month's Downtown Leadership Committee meeting, the idea of establishing a cardboard recycling area for businesses was discussed. Conversations were held with the City's sustainability department and recycling division to explore the feasibility of the concept. The plan would be to establish a dedicated recycling area exclusively for businesses, with once or twice a week pickup. This would initially be piloted with 10 to 15 businesses paying a fee for access to drop-off recycling. If successful, the program could expand to include more drop zones in the future.

The Digital Billboard Co-op Advertising Program launched in February 2024 and will run through January 2025. Each month, one business will be displayed on the digital billboard located near the highway by Sprouts.

### **PUBLIC COMMENTS**

None

### **ADJOURN**

***There being no further business, Cole made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 7:47 a.m.***