

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, MAY 23, 2024
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

Board Members present: Cole Hanson (Chair), Libby Olson (Vice-Chair)- Steven Boyd, Garrett Portra, Cris Silverberg, Doug Simons Jr., Vance Wagner, City Council Representative Abe Herman

Board Members absent: Maria Rainsdon

Faith Rodriguez, future board member, attended the meeting via Zoom.

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

City of Grand Junction staff present: City Attorney John shaver

CALL TO ORDER: Cole called the meeting to order at 7:31 a.m.

CONSENT AGENDA

Approval of Minutes:

Meeting of April 25, 2024

Cole made a motion to approve the minutes of the April 25, 2024, Downtown Business Improvement District Board meeting. Garrett seconded the motion. The motion was approved.

REGULAR AGENDA

UPDATES

Rides & Vibes Recap

Kyra presented the details of the Rides & Vibes Event held on May 10-11, 2024. Data from Placer Labs Inc. covered the festival area from 3rd to 5th Street, excluding 6th Street, which remained open to traffic this year. There were 5,300 visitors, with peak attendance at 8:00 pm each night. A map showed most visitors were from Grand Junction, with others from Fort Collins, Basalt, and Englewood, Colorado. The Grand Junction Sports Commission reported 714 riders in various races. Beer sales totaled approximately \$31,920 (5,320 beers x \$6.00 per beer). The event went well; however, visitors and ridership declined this year, partly due to rainy, cold, and windy weather. A follow-up meeting with the Grand Junction Sports Commission is planned to review the event and suggest improvements for next year.

CCI Conference & Recap

Downtown Grand Junction will host the Colorado Creative Industries (CCI) Conference next May. Planning is currently underway, and more information will be provided soon.

Dave, Sarah, and two other members of the Grand Junction Creative District committee attended the CCI Conference in Pueblo this year. They provided a brief recap of their key takeaways from the conference.

CCI Film Internship

Dave announced the launch of the Film Exposure Program by the Colorado Office of Film, Television and Media (COFTM), a paid internship funded by \$5,000 from OEDIT and \$1,000 from Downtown Grand Junction. The program will provide high school students an educational experience in filmmaking. Beginning in June and continuing through the summer, participating students will produce content focusing on Downtown.

VibeMap

Brandon explained that there are challenges regarding the presentation of the permanent and temporary art collection. Vibemap is an application designed to connect the community with AOTC sculptures and murals. Downtown staff would manage the app, and the information would be available on the Creative District Website.

DCI Retail Workshop and June Downtowner

Downtown Grand Junction is partnering with Downtown Colorado Inc. (DCI) for a retail focused workshop on Friday, June 14, from 8:00 am to 1:00 pm at the Avalon Theater.

The Downtowner will be held on June 13, at Cruise Control.

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 8 a.m.