

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, OCTOBER 24, 2024
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

Board Members present: Garrett Portra (Vice-Chair), Steven Boyd, Cole Hanson, Faith Rodriguez, City Council Representative Abe Herman

Board Members absent: Libby Olson (Chair), Maria Rainsdon, Cris Silverberg, 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, Interim Finance Director Jodi Welch

CALL TO ORDER: Garrett called the meeting to order at 7:36 a.m.

CONSENT AGENDA

Approval of Minutes:

September 26, 2024

Cole made a motion to approve the minutes of the September 26, 2024, Downtown Business Improvement District Board meeting. Abe seconded the motion. The motion was approved.

REGULAR AGENDA

EVENT UPDATES

Kyra provided an update on recent and upcoming events:

- **Art Festival:** Held on October 4th-5th, it featured a costume dance party on Friday and an artist expo with over 70 participants on Saturday, followed by the “Porchella” music event with 16 bands performing across downtown neighborhoods.
- **Art on the Corner:** Celebrating its 40th anniversary, a reception was held on October 4th, with temporary sculptures installed the following day. Thanks to Sarah and the FCI Crew for their help.
- **Spooktacular:** Scheduled for Saturday, October 26th, with hours shifted from 3:00-5:00 pm to 4:00-6:00 pm at the request of Downtown businesses.
- **Downtown Tree Lighting:** Will take place on Saturday, November 23rd from 5:00-7:00 pm.
- **Downtown Parade of Lights:** Will be held on Saturday, December 7th at 5:00 pm, themed “Holiday in the Tropics.” Registration has closed with 80 floats at full capacity.

BID BUDGET PRESENTATION

Brandon provided a brief overview and highlights of the Business Improvement District (BID) for 2024, including:

- Event Snapshot - Parade of Lights continues to bring in the most visitors
- \$92,750 in Event Sponsorships (thank you to Dave and Kyra)
- Visitor Data - Peak visitor hours were 11 am–1 pm and 5 pm–8 pm
- New marketing programs (monthly billboard co-op, community activation grant, hosted a merchandising and display workshop for downtown businesses with DCI)
- Social Media - Downtown and GJ Creates recap
- Gift Card sales - \$70,324 to date and 1,576 gift cards purchased
- Looking Forward - Upcoming in 2025: Hello Lamp Post, Expand Downtown activation grants, social media ambassador program, continuation of billboard program, expand business workshops

Brandon shared that while you won't see it directly in the data, he is most proud of the positive feedback received from business owners, who often commend the downtown team's professionalism, and responsiveness. Although some challenges arise from varying opinions on events, the team consistently receives praise for their efforts. Many are surprised at how much our small office accomplishes, highlighting that none of it would be possible without the hard work and dedication of the entire team.

Brandon presented the 2025 proposed budget for the Business Improvement District.

2025 Proposed BID Revenues & Expenses

The 2025 proposed revenues were \$471,618 which included the special assessment (includes an increase of 5%), sponsorships, vendor fees, the DDA & City of Grand Junction contributions for the PILT (payment in lieu of taxes), the DDA contribution for the ambassador program, outdoor dining leases, and miscellaneous revenue. The 2025 proposed expenses were \$451,962 which included personnel costs (COLA and Performance Increases) as outlined in salary memo, and non-personnel operating expenses (event production, advertising, ambassador program, contract services, dues/licenses, miscellaneous operating, and gift cards).

2015-2025 Revenue & Expense Chart

A chart was presented showing the history of revenues and expenses from 2015-2023, along with amended projections for 2024 and proposed projections for 2025. The BID's long-term goal is to be self-sustaining.

BID Fund Balance Summary:

A summary of the BID fund balance from 2015 to 2023 was presented, showing an amended proposed balance of \$164,590 for 2024 and a projected balance of \$184,246 for 2025.

Abe made a motion to approve the proposed 2025 BID budget as presented. Cole seconded the motion. The motion was approved unanimously.

The board discussed the long-term fund balance and agreed on the need for a structured policy to manage it. This topic will be addressed at a future meeting.

OTHER BUSINESS

There was discussion regarding the Porchella event. With the increase of participation this year, the Porchella event could possibly become a signature event for downtown. In-kind contributions included Dave creating the website and designing posters and maps. In addition to that event, the Punk Rock Flea Market was a successful event as well. Last year it was at the Greyhound building and this year it was at Ramblebine. Both events have growth potential. Looking forward, if we can implement some street closure concepts, we could have "plug-and-play" events as well as some of the events we partner with.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Cole made a motion to adjourn. Abe seconded the motion. The meeting adjourned at 8:10 a.m.