

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, NOVEMBER 14, 2024
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

Board Members present: Libby Olson (Chair), Steven Boyd, Faith Rodriguez, Cris Silverberg-via zoom, Doug Simons Jr., City Council Representative Abe Herman

Board Members absent: Garrett Portra (Vice-Chair), Cole Hanson

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: Libby called the meeting to order at 7:34 a.m.

CONSENT AGENDA

Approval of Minutes:

October 24, 2024

Abe made a motion to approve the minutes of the October 24, 2024, Downtown Business Improvement District Board meeting. Doug seconded the motion. The motion was approved.

REGULAR AGENDA

HOLIDAY EVENT AND PROMOTION UPDATES

Brandon announced that the Hello Lamp Post A.I. chat will launch on Black Friday. Visitors can scan the QR codes on various signage including sandwich boards, table placards and stickers to chat with “Chromeo”, the A.I. assistant, in English or Spanish. Chromeo will answer questions about Downtown, holiday events, and local businesses.

The Holiday Downtowner is scheduled for Thursday, November 21st, from 5-8 pm in the Margery Building Ballroom. Catering will be provided by Suehiro Japanese Restaurant, with beverages from Carlson Vineyards and Melrose Spirit Co.

Kyra provided an events update.

- **Downtown Tree Lighting** will be held this Saturday, November 23rd from 5-7 pm, featuring Santa Claus and live entertainment.
- **Festive Fridays** is a new promotion this year and will start on Friday, November 29th. It is a merchant-led campaign encouraging Downtown businesses to extend their hours on Friday evenings until December 20th. Shoppers can enjoy holiday lights, themed nights, and entertainment.
- **Downtown Parade of Lights** will be held on Saturday, December 7th at 5 pm. This year’s parade will feature 80 floats. Collaborating with Jenny, from the city’s sustainability department and R. Cup, reusable coffee cups will be collected in designated bins and sent to Denver for washing to minimize waste. Food vendors and businesses are participating, and a map of bin locations will be provided. Jenny is organizing a volunteer team to assist with the effort.

Brandon shared that Rob Davis provided updates on Downtown holiday lighting. The City Parks Department increased the decorated trees to 133 this year, up from 122 last year, using 285,000 LED bulbs. Some areas remain unlit due to limited power access. Installing the lights required approximately 1,500 staff hours.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Doug made a motion to adjourn. Abe seconded the motion. The meeting adjourned at 7:54 a.m.