

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, DECEMBER 12, 2024
VITRUAL OPTION ONLY
7:30 AM

Board Members present: Libby Olson (Chair), Garrett Portra (Vice-Chair), Cole Hanson, Faith Rodriguez, Cris Silverberg-via zoom, Doug Simons Jr., City Council Representative Abe Herman

Board Members absent: Steven Boyd

Downtown Grand Junction staff present: Dave Goe, Vonda Bauer, Kyra Seppie, Sarah Dishong, Executive Director Brandon Stam was absent.

City of Grand Junction staff present: City Manager Mike Bennett, City Attorney John Shaver

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

CONSENT AGENDA

Approval of Minutes:

November 14, 2024

Garrett made a motion to approve the minutes of the November 14, 2024, Grand Junction Downtown Business Improvement District Board meeting. Faith seconded the motion. The motion was approved unanimously.

REGULAR AGENDA

UPDATES

CCI Summit Artist Design

Dave announced that Downtown Grand Junction will host the Colorado Creative Summit from April 30 to May 2, 2025. Artist Jesus, a former Colorado Creative Industries employee, designed the branding, featuring a Western aesthetic with “printing press” style lettering, natural textures, and landscape-inspired hues like burton orange. Feedback will be gathered to finalize the design.

Window Painting

Local artist Gisele Genova painted windows for thirteen downtown businesses, inspired by the “Holiday in the Tropics” Parade of Lights theme. Additionally, La Fleur by Livvy Natural Perfumes collaborated with the property owners to paint the skylights windows in the building at 300 Main Street.

Holiday Window Decorating Contest

Twelve businesses are competing in the Holiday Window Decorating Contest, with voting open until December 20, 2024. Votes can be cast by scanning QR codes displayed in the windows. So far, 200 votes have been submitted. Last year’s winner was Zephyr.

Parade of Lights

Kyra reported that this year’s “Holiday in the Tropics” Parade of Lights was a success. The number of entries was reduced from 100 to 80 for better efficiency. Pedestrian fencing and additional crowd control support from GJPD were implemented to manage the anticipated large turnout. Attendance data from Placer will be provided soon.

Holiday Promotions

The Hello Lamp Post A.I. chat launched on Black Friday, allowing visitors to scan QR codes on downtown signage to ask questions about events, dining, parking, and more. Responses are randomized for fair representation. Data collection is underway, with full results to be shared in January 2025.

Social media advertisements are currently running to promote Downtown gift cards.

The Downtown Staycation Shopping Incentive ran from November 30 to December 12, encouraging holiday shoppers to spend more. Visitors who spent \$50 or more could submit receipts for a giveaway, with the winner to be announced later this week.

Festive Fridays, a merchant lead campaign running from November 29 to December 20, encouraged businesses to offer extended shopping hours. Sponsored by Clearnetworx and KKCO, the event includes additional entertainment and TV promotions.

Downtown is working with Bakers Boutique to promote their holiday cooking decorating.

Partnership with The Junction

Dave shared that he met with The Junction's Property Management Group to arrange welcome baskets for new apartment tenants. Downtown Businesses will contribute items, with deliveries planned for January 2025.

OTHER BUSINESS

So Mica Bloomtique, located at 421 Colorado Avenue, is a new business offering wedding and event décor, along with floral centerpiece classes.

Dave toured the Grand Junction Union Depot and created a documentary showcasing AmeriCorps students' restoration efforts on the historic train depot.

Libby introduced and welcomed new city manager, Mike Bennett.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Doug made a motion to adjourn. Cole seconded the motion. The meeting adjourned at 7:50 a.m.