

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JANUARY 23, 2025
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

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

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

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

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

CONSENT AGENDA

Approval of Minutes:

December 12, 2024

Garrett made a motion to approve the minutes of the December 12, 2024, Grand Junction Downtown Business Improvement District Board meeting. Steve seconded the motion. The motion was approved unanimously.

REGULAR AGENDA

BID RESOLUTION 2025-01 MEETING SCHEDULE

Garrett made a motion to approve BID Resolution 2025-01 meeting schedule. Faith seconded the motion. The motion passed unanimously.

END OF YEAR UPDATES

Gift Cards

Brandon provided a summary of the Downtown gift card sales. Gift card sales in 2024 increased by approximately \$30,000 over the previous year.

Downtown staff have been posting on social media to encourage customers to spend their gift cards to support downtown businesses.

Gift card sales:

2024	\$160,370	\$ purchased month of December	\$68,450
2023	\$130,783	\$ purchased month of December	\$54,027
2022	\$135,928	\$ purchased month of December	\$55,395

The top retail businesses for gift card usage were Brown's Shoe Fit, Enstrom's, and Gearhead Outfitters. The top restaurants for gift card usage were The Rockslide Brew Pub, Suehiro Japanese Restaurant, and The Goat & Clover Tavern.

Hello Lamp Post

Dave collected initial data from the Hello Lamp Post holiday rollout. Insights will help improve user interactions with Chromeo. A permanent launch is planned for February with new signage and promotional materials. Holiday signs will be replaced with spring-themed ones, and messaging updates are in progress with the developer. The chatbot prompt will ask if the user received a downtown gift card and suggest ways to use it.

User Engagement:

- 119 unique questions: 47% on events, 21% on holiday promotions, 14% on gift ideas, and 18% were random questions
- 226 unique users-645 messages (average 2.5 messages per conversation)
- Equivalent to 32 staff hours
- 3 spanish-language conversations

Placer Data

A report from the 4th & 5th Street Pilot Project, covering through year-end showed a 3.4% increase, though year-over-year visitation declined 0.4%, likely due to a slower spring caused by weather. More data points will be gathered. Placer measures overall visitation, not individual business sales. Brandon will email the full report to the board.

2025 Business Promotions and Trainings

Dave shared that staff is assembling “Welcome to Downtown” packets for The Junction residents. Residents will receive a downtown guidebook, coupons, stickers, and other materials from downtown businesses. Items will be collected until Friday, with delivery scheduled for next week.

Due to last year’s success, the digital billboard co-op program is returning and has already sold out. Each month, one business gets featured on the billboard near Sprouts, with Garvey’s Gardens scheduled for February. This year, new participants, such as Pandora’s Piercing, have joined.

OTHER BUSINESS

Libby explained that there have been some concerns about a newly formed “Downtown Community Partnership” group and its impact on the downtown community. While all efforts to strengthen downtown are appreciated, the involvement of board member Cris Silverberg in this group has caused confusion and frustration among some businesses, stakeholders, and board members. The newly formed group, spearheaded by Cris’s wife, Porcia has been discussing downtown issues such as the Resource Center, security, police presence, and lighting.

Board members expressed concerns on what the purpose of the organization is and why there is a formalization of a 501c3, asked Cris what his role was with the group, why a representative from the group didn’t bring their issues to the board, and discussed the potential conflict of interest and the overlap of issues with the DDA and the BID. They also discussed the need for clear communication and the importance of the community understanding the roles and responsibilities of the DDA and BID.

Cris explained that after issues with the Resource Center, he and his wife began meeting with residents and business owners in their neighborhood to address common concerns, such as increasing security and police presence. The group voiced their concerns to the city council, especially regarding the Resource Center. Following that, people expressed a desire to meet regularly, stay in touch, and collaborate as a group. The group has been meeting biweekly, with the Elks Club hosting and inviting us to their Taco Tuesdays.

The board agreed that the executive committee would meet to discuss the matter and bring it back to the board.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Libby made a motion to adjourn. Doug seconded the motion. The meeting adjourned at 8:13 a.m.