

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, FEBRUARY 27, 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, Faith Rodriguez-via Zoom, Cris Silverberg, City Council Representative Abe Herman

Board Members absent: Doug Simons, Jr.

Downtown Grand Junction staff present: Brandon Stam, Dave Goe, Vonda Bauer, 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:

January 23, 2025

Steve made a motion to approve the minutes of the January 23, 2025, Grand Junction Downtown Business Improvement District Board meeting. Abe seconded the motion. The motion was approved unanimously.

REGULAR AGENDA

UPDATES

Ambassador Program

Brandon suggested replacing the Ambassador program with the more cost-effective Hello Lamp Post AI platform, which provides better metrics. Seasonal staff would still provide flyer distribution. This will be discussed with the Leadership Committee to gather their feedback.

In 2025, \$35K was budgeted for the Ambassador Program, while Hello Lamp Post costs approximately \$12K annually. The savings could be redirected to the to the Community Event Sponsorship Program, which has a \$3K budget, providing \$500 per event. Past recipients include Porchella and the Punk Rock Flea Market.

The board discussed using volunteers versus paid employees. Brandon noted that upcoming city policy changes may make volunteer recruitment more challenging, while Faith proposed partnering with United Way. They also discussed placing the portable kiosk near the new restrooms and potentially installing a permanent kiosk by the splash pad area during the Main Street Improvements Project.

CCI Conference

Dave provided an update on the upcoming CCI Conference from April 30th to May 2nd. Around 400 attendees from 60 Colorado cities are expected. The conference will feature various downtown activations including performances, artist demos, and tours.

Brandon mentioned that Downtown Grand Junction will be the host for next year's Downtown Colorado Industries Conference.

Restaurant Week

Due to the loss of Alpine Bank as a title sponsor, and other event challenges, Downtown Grand Junction will not host Restaurant Week this year. Instead, alternative ideas are being explored, including a partnership with the Home Loan Taste of the Grand Valley fundraiser for United Way on May 2, 2025, at the Historic Lowell School Building. MBC Radio has proposed a “Restaurant Month” campaign, to align with the fundraiser and Cinco de Mayo weekend.

Additionally, last year’s film internship project produced a Downtown burgers video, which we will be used for social media. Shamrock Foods has also approached Downtown staff about creating influencer-style videos featuring downtown chefs shopping at Shamrock, and cooking in their restaurants. Shamrock will support the project through an in-kind sponsorship, providing gift cards for chefs to purchase ingredients.

OTHER BUSINESS

The Event Coordinator position is open until March 16th, with 20 applications submitted so far. The goal is to hire before the market starts in July, depending on the candidate’s location. Kyra is contracted with Downtown to assist with permitting and other event tasks.

Abe attended the Avalon Theatre Foundation Board meeting last week, where they discussed a capital campaign for an additional dressing room. Dave shared that a private donor contributed \$40K toward the expansion, though more funds are needed to complete the \$100K project. Abe suggested utilizing city grant writers for additional funding, and the Western Colorado Community Foundation has also been approached for support. Dave emphasized that the expansion would help attract more talent to the historic 100-year-old venue. Chamberlain Architects donated time for the design, and some of the funds have already been used to initiate the project.

PUBLIC COMMENTS

None

ADJOURN

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