

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JANUARY 22, 2026
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

Board Members present: Libby Olson (Chair), Garrett Portra (Vice-Chair), Dustin Anzures, Steven Boyd, Cole Hanson, Karli Hyland, Afton Neal, Faith Rodriguez, City Council Representative Ben Van Dyke

Downtown Grand Junction staff present: Brandon Stam, Vonda Bauer, Jed Willis, Sarah Dishong

Other: Northland Securities, Inc Financial Advisor Troy Bernberg (representing the DDA)-via zoom

City of Grand Junction staff present: Assistant City Attorney Jeremiah Boies

CALL TO ORDER: Libby called the meeting to order at 7:33 a.m.

CONSENT AGENDA

Approval of Minutes:

Meeting on December 11, 2025

Steve made a motion to approve the minutes of December 11, 2025, Grand Junction Downtown Improvement District Board meeting. Garrett seconded the motion, and it was approved.

REGULAR AGENDA

BID RESOLUTION 2026-01 MEETING SCHEDULE

Garrett made a motion to approve the BID Resolution 2026-01 meeting schedule. Faith seconded the motion, and it was approved.

UPDATES

Downtown Gift Card Sales

Brandon provided a summary of the Downtown gift card sales. Gift card sales in 2026 increased slightly from the previous year.

Gift card sales:

2025	\$164,511	\$ purchased month of December	\$82,413
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, Gearhead Outfitters, and Board Fox Games. The top restaurants for gift card usage were The Rockslide Brew Pub, Bin 707, and Suehiro Japanese Restaurant.

Downtown staff will use social media to encourage customers to spend their gift cards in support of downtown businesses.

Spring Events and Marketing Promotions

Spring Events:

- The Grand Junction Sports Commission will host the **Mav Classic** in late March.
- Downtown will host the **2026 In the Game Vibrant Downtown** event from April 1-3, in partnership with Downtown Colorado Inc (DCI).

- The Grand Junction Sports Commission will host the **Rides & Vibes** event from May 8-9. They will be introducing some motocross elements this year.
- Downtown staff met with the **Cinco de Mayo** organizers to improve coordination and communication around their events. The discussion included ways to better promote the event's purpose as a scholarship fundraiser and to receive event information earlier to support marketing and planning efforts.

Marketing Promotions:

Downtown will continue the digital billboard co-op program with Colorado West Outdoor Advertising this year, with costs shared between Downtown and participating businesses. All available spots are filled, with one business featured each month on the billboard near Sprouts. Dave will explore opportunities to expand the program and add additional spots due to a current waitlist.

Downtown will continue the co-op program with KREX for TV advertising, offering 20 or 30-second ad spots for downtown businesses.

Annual Report and Info Packet Distribution

The Annual Report will be available in February.

Staff are preparing an informational packet for downtown retail and restaurant businesses to be distributed in early February. The packet will include information on events, grants, parking, and marketing efforts. Businesses will be asked to sign a document to acknowledge receipt. This effort is intended to improve communication, as some businesses report not being aware of downtown activities despite the monthly newsletter.

A parking meeting is scheduled for January 29 from 8:30–10:00 a.m. at the Avalon Theater. This meeting will provide an additional opportunity for community input, especially for those who were unable to attend the previous session.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Garrett made a motion to adjourn. Afton seconded the motion. The meeting adjourned at 7:41 a.m.