

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, FEBRUARY 26, 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 (via Zoom), Afton Neal, Faith Rodriguez (via Zoom), City Council Representative Ben Van Dyke

**Downtown Grand Junction staff present:** Brandon Stam, Vonda Bauer, Dave Goe, Jed Willis, Sarah Dishong, Pragya Luitel

**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 7:32 a.m.

**CONSENT AGENDA**

**Approval of Minutes:**

Meeting on January 22, 2026

***Garrett made a motion to approve the minutes of January 22, 2026, Grand Junction Downtown Improvement District Board meeting. Steve seconded the motion, and it was approved unanimously.***

**UPDATES**

**Downtown Data Dashboards**

Brandon introduced Pragya, a recent data science graduate interning with Downtown, who has been assisting with efforts to better utilize Placer data. He commended her work in developing a new dashboard that presents the information in a clear and accessible format. The Leadership Committee previewed the dashboard and provided positive feedback. Brandon noted that although the dashboard appears simple, it required significant data migration and refinement, and he emphasized that it can be modified as needed. He also clarified that more advanced or specialized reports will continue to be run directly through Placer AI.

Pragya provided a walkthrough of the dashboard, which displays data from 2019-2025, including total visitors, visits, average duration, busiest month and hour, hourly and monthly trends, visitor origin, and demographic information.

Board members offered feedback and asked questions regarding dashboard functionality.

**Annual Report-Draft**

Dave presented the draft annual report summarizing events and Downtown programs for the DDA, BID, and GJ Creates. Highlights included:

**BID**

- \$104,000 in event sponsorships
- Strong social media engagement metrics
- Average Downtown visitor counts
- \$164,511 in Downtown gift card sales

**DDA**

- Awarded \$56,369 in façade grants
- Awarded \$50,000 towards the second Moody's location

- Awarded a Catalyst Program request of \$250,000 in 2025 and \$250,000 in 2026 for GJ Union Depot’s restoration project
- Four major development projects Downtown: Grand Junction Union Depot, The Terminal Project, opening of the Junction apartments and Hilltop

**GJ Creates**

- Hosted the Colorado Creative Industries Annual Summit
- Westbound Art by Train program
- Added 22 new sculptures to the Art on the Corner temporary collection

**Spring Events and Marketing Promotions**

- The Maverick Classic & Beer Fest is scheduled for March 28
- **IN THE GAME Vibrant Downtown Event** presented by Downtown Colorado, Inc. (DCI) will be held April 1-3.

**OTHER BUSINESS**

None

**PUBLIC COMMENTS**

None

**ADJOURN**

*There being no further business, Steve made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 8:02 a.m.*