

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JANUARY 13, 2022
750 MAIN GROWL CONFERENCE ROOM & VIRTUAL OPTION
7:30 A.M

BID Board Members present: Doug Simons Jr. (Chair), Cole Hanson (Vice-Chair), Dan Meyer (via zoom), Josh Niernberg, Libby Olson, Garrett Portra, Maria Rainsdon, Vance Wagner, City Council Representative Randall Reitz

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

City of Grand Junction Staff present: City Manager Greg Caron (via zoom), City Attorney John Shaver

Guests: GROWL Agency team members Renaya Demarest and Matthias Schmidt

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

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of November 11, 2021

Josh made a motion to approve the minutes of the November 11, 2021, Business Improvement District meeting. Randall seconded the motion. The motion was approved.

REGULAR AGENDA

BID RESOLUTION 2022-01 MEETING NOTICE AND SCHEDULE

Josh made a motion to approve BID Resolution 2022-01 designating the location for the posting of the notice of meetings, establishing the 2022 Business Improvement District meeting schedule, and establishing the procedure for calling of special meetings. Libby seconded the motion. The motion was approved.

DOWNTOWN GRAND JUNCTION WEBSITE UPDATE

Renaya, GROWL Agency Account Director, gave a presentation of the new Downtown website redesign.

Items identified on the current site that needed improvements were:

- User Experience-modernizing the site and making it easier for stakeholders, businesses, and visitors to navigate the site. Created a new and improved business directory and created a business hub portal for business owners to manage their business information.
- Security-An application process will be required to create an account. Applications will be verified and approved by Downtown staff.
- Staff Efficiency-The website will be easier for Downtown staff to make updates.

The current business listings have been transferred to the new site. Businesses are required to log in to the site and choose their categories. Downtown staff will explain the new process by providing workshops, in-person training, and video instructions. The website is expected to go live in mid-February.

UPDATES

The Grand Junction Off-Road bike event has been discontinued; however, the Grand Junction Sports Commission and Downtown Grand Junction are partnering to produce the Grand Junction Mountain Bike and Music Festival. The festival will be held on May 20-May 22. Downtown Grand Junction will produce the music and beer garden for the event. The event will be comparable to the Grand Junction Off Road event.

Restaurant Week is scheduled for April 1st through April 10, 2022.

The CMU Maverick Classic Criterium will be held on March 26, 2022.

Fairway Independent Mortgage will be the title sponsor for Market on Main. They previously signed a two-year contract.

Downtown Grand Junction offered multiple gift card promotions in 2020 to encourage the community to purchase gift cards and support local businesses. There were no promotions in 2021; however, gift card sales were abundant. The funds from the gift card purchases does not help the economy until they are spent at Downtown businesses. Downtown staff have discussed this information with the Leadership Committee to encourage businesses to help market and draw the community downtown to spend their gift cards during the slow months.

Gift card sales:

2021	\$172,000
2020	\$187,000
2019	\$ 79,636
2018	\$ 88,988

OTHER BUSINESS

Brandon introduced and welcomed Kyra Seppie, our new Downtown Event Coordinator. Kyra is from Rock Springs Wyoming and is a recent graduate of the University of Wyoming. She previously worked at Sweetwater Events Complex and assisted with event marketing and vendor relations.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Maria made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 7:55 a.m.