

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, MARCH 17, 2022  
750 MAIN GROWL CONFERENCE ROOM & VIRTUAL OPTION  
7:30 A.M

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

**BID Board Members absent:** Cole Hanson (Vice-Chair), Vance Wagner

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

**City of Grand Junction Staff present:** City Manager Greg Caton, City Attorney John Shaver

**CALL TO ORDER:** Doug called the meeting to order at 7:32 a.m.

**CONSENT AGENDA**

**APPROVAL OF MINUTES:**

Meeting of January 13, 2022

*Josh made a motion to approve the minutes of the January 13, 2022, Business Improvement District meeting. Garrett seconded the motion. The motion was approved.*

**REGULAR AGENDA**

**BID EVENT UPDATE**

Kyra gave an update on events.

**Mav Classic**

Colorado Mesa University and The Greater Grand Junction Sports Commission are partnering to produce the CMU Maverick Classic Bike Race and Beer Festival which will be held on March 26, 2022. The beer festival will be held in the parking lot on Colorado Avenue between 4<sup>th</sup> and 5<sup>th</sup> Streets and will feature 12 local breweries.

**Restaurant Week**

Downtown Restaurant Week will be held April 1<sup>st</sup> through April 10<sup>th</sup>, 2022. Alpine Bank is the title sponsor and Shamrock Foodservice Warehouse is the supporting sponsor. Nineteen restaurants will be participating this year.

Brandon stated that next year Downtown Grand Junction may have an opportunity to partner with United Way to expand Restaurant Week to a valley wide event.

**Grand Junction Rides & Vibes**

The Greater Grand Junction Sports Commission and Downtown Grand Junction are partnering to produce the Rides & Vibes event scheduled for May 20 – May 22. A launch party will be held tonight, March 17th, from 5-7 pm at the Avalon Theatre to announce the new event including branding and music headliners.

**DOWNTOWN GRAND JUNCTION WEBSITE LAUNCH**

Dave gave an update of the new Downtown website designed by Growl Agency. Downtown staff have been encouraging businesses to log into the new site to activate their business listings. Businesses will be able to add their own events to the website. Feedback from users and businesses has been positive.

**LOCATION ANALYTICS (PLACER.AI)**

Brandon explained that he has explored different analytic platforms including Placer.ai. Organizations that are utilizing their platform gave positive feedback. Placer.ai is a company that provides accurate, reliable, and compliant location analytics. The annual estimated cost is \$13k and would be disbursed from the BID marketing/advertising budget. The information would be tracked based on cell phone location and would provide data to show how many people attend Downtown events. The information would be helpful for marketing, obtaining sponsorships, and could be shared with businesses. The data will be managed by Downtown staff.

*Libby made a motion to approve the funding for the Placer ai Platform Services. Garrett seconded the motion. The motion was approved unanimously.*

**OTHER BUSINESS**

The Shift Lot, located at 702 Main Street, will have various food trucks each Thursday at 4:00 pm beginning March 17<sup>th</sup>.

**PUBLIC COMMENTS**

None

**ADJOURN:**

*There being no further business, Randall made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 7:44 a.m.*