

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, JULY 14, 2022  
750 MAIN GROWL CONFERENCE ROOM & VIRTUAL OPTION  
8:15 A.M

**BID Board Members present:** Cole Hanson (Vice-Chair), Dan Meyer, Libby Olson, Garrett Portra, Maria Raindson (via zoom), City Council Representative Abe Herman

**BID Board Members absent:** Doug Simons Jr. (Chair), Vance Wagner

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

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

**CALL TO ORDER:** Cole called the meeting to order at 8:01 a.m.

**CONSENT AGENDA**

**APPROVAL OF MINUTES:**

Meeting of May 12, 2022

***Libby made a motion to approve the minutes of the May 12, 2022, Business Improvement District meeting. Garrett seconded the motion. The motion was approved.***

**REGULAR AGENDA**

**RIDES AND VIBES RECAP**

Kyra gave a presentation of the Rides & Vibes Event Data Report for 2022. Data provided from the Grand Junction Sports Commission indicated there were 629 total riders participating throughout the three-day event. Registration revenue was \$30,898 and gross beer sales were \$27,133.

Data was collected from Placer Labs Inc. showing daily visits in the Downtown Business Corridor from May 20<sup>th</sup> to May 22<sup>nd</sup>, 2022. Throughout the three-day event, there were 29.6k visitors. The data was also compared to the Epic Ride event that took place May 17<sup>th</sup> to May 19<sup>th</sup>, 2019. The data indicated that the daily visits were higher in 2019 compared to 2022; however, Epic Rides was a national event and Rides & Vibes has more regional participation.

**UPDATES**

**Leadership Committee Meeting**

Leadership Committee members and Downtown business owners met with City Manager Greg Caton and the Grand Junction Police Department to discuss vagrancy challenges during a meeting on July 6<sup>th</sup>. Merchants were given information on how they can assist with vagrancy matters.

**Marketing Opportunities**

- **KAFM Radio Show**-Based on feedback from Downtown businesses, the KAFM and Downtown Grand Junction will bring back the Radio Show. The show will be every first Wednesday of the month beginning August 3<sup>rd</sup> at 12:30 pm. Businesses can talk about their upcoming events and any other information they would like to provide.
- **Colorado Greets Airbnb Promo**-Downtown Grand Junction is sponsoring a downtown envelope from Colorado Greets Airbnb basket that business owners can advertise in. Amber from Colorado Greets will be visiting businesses to discuss participating in their promotion.
- **Townsquare Media**-They are offering a 30% discount for web services for Downtown businesses in July.

### **Arts in Society Event**

The Grand Junction Creative District is hosting an Arts in Society Grant Information Session on July 21<sup>st</sup> at the Avalon Theater. The program provides funding from \$5k-\$35k for art projects. Information will be available about the grant and how to apply for funding.

### **New Business Update**

- Roots Gastrohub-outdoor eatery located at 401 Colorado Avenue
- Highline-internet service provider located at 521 Main Street
- MeVPilates-pilates studio located at 454 Main Street
- Aesthetic Collective-photography studio located above Guild Mortgage at 501 Main Street
- Trail Life Brewing-brewery located at 436 Main Street
- Former Main Street Café-under construction and new ownership-restaurant
- Former Drive Train Industries building-under construction-will include a restaurant and rooftop event space called "The Garage"
- Sauvage Spectrum-under construction-winery located at 555 Colorado Avenue
- Uniquely Yours, managed by Strive, will be closing their gift shop and opening a new gaming arcade called "Pixels" at their current location 443 Main Street.

### **BID Budget Update**

Brandon gave a brief update of the BID budget. The budget projections will be finalized soon and will be brought back to the board for approval.

- The BID revenue is primarily funded through a special assessment and revenue received from vendor fees and sponsorships
- Recommend moving the Ambassador Program expenses and seasonal salaries from the DDA to the BID; however, the DDA will continue to subsidize the cost until the BID is sustainable. The annual cost for the Ambassador Program is approximately \$32k
- There may be an opportunity for additional revenue from the Outdoor Dining Lease Agreements by increasing the lease rate from \$1.00 per square foot to \$3 to \$4 dollars per square foot. This change would increase revenue approximately \$8,000 annually
- Recommend increasing the BID Special Assessment 5% in 2023
- Projecting to increase sponsorships in 2023

### **OTHER**

Brandon stated that Western Slope Start Up Week ends tonight at the Avalon Theater. The event is a week-long conference offering free educational workshops and networking events to attendees.

Downtown is considering hosting the Economic Development Council of Colorado (EDCC) conference in 2023 or 2024 as well as hosting other conferences for Downtown Colorado Inc and Colorado Creative Industries.

### **PUBLIC COMMENTS**

None

### **ADJOURN:**

*There being no further business, Garrett made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 8:43 a.m.*