

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, OCTOBER 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), Steven Boyd, Garrett Portra, Maria Raindson (via zoom), Vance Wagner, City Council Representative Abe Herman

BID Board Members absent: Dan Meyer, Libby Olson

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, Finance Director Jodi Welch

CALL TO ORDER: Doug called the meeting to order at 7:34 a.m.

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of September 15, 2022

Vance made a motion to approve the minutes of the September 15, 2022, Business Improvement District meeting. Cole seconded the motion. The motion was approved.

REGULAR AGENDA

BID BUDGET

Brandon presented the 2023 proposed BID budget and recapped the 2022 activities. Brandon explained that the purpose of the BID is to organize, promote, and manage public events in the district and to market and promote activity in the Downtown commercial corridors. The BID is composed of approximately 600 commercial properties within the BID district and is primarily funded through a special assessment and revenue received from vendor fees and sponsorships. BIDs can engage in business recruitment, maintenance improvements, security measures, aesthetic enhancements, economic development, enhanced identity, and hospitality for visitors.

2022 BID Highlights

- Successful relaunch for Rides and Vibes
- New event/partnership with CMU Mav Classic and Beer Festival
- Implementation of data into event/marketing efforts
- Added more video and reel content
- New mural/placemaking efforts
- New branding and outreach for First Friday
- Presented to regional and national audiences
- New marketing opportunities including AirBnB welcome basket promo and the return of the Downtown show on KAFM
- Downtown website redesign

The 2022 amended projected revenues were \$388,899 which includes the special assessment, sponsorships, vendor fees, the DDA & City of Grand Junction contributions, outdoor dining leases, and miscellaneous revenue. The 2022 amended projected expenses were \$354,223 which includes personnel costs and non-personnel operating expenses (event production, advertising, contract services, merchant account fees & treasurer fees,

professional development training, operating supplies, outreach/education, dues and fees, and miscellaneous revenue).

2023 Proposed BID Revenues & Expenses

The 2023 proposed revenues were \$438,240 which includes the special assessment (includes an increase of 5%), sponsorships, vendor fees, the DDA & City of Grand Junction contributions, outdoor dining leases, and miscellaneous revenue. The 2023 proposed expenses were \$421,318 which includes personnel costs (COLA, Increases) and non-personnel operating expenses (event production, advertising, contract services, merchant account fees & treasurer fees, professional development training, operating supplies, outreach/education, dues and fees, and miscellaneous revenue).

Brandon explained that the DDA’s contribution to the BID increased due to moving the Ambassador Program from the DDA to the BID. The Ambassador program is more appropriate under the BID. The DDA’s contribution for the program is \$38,100. The long-term goal of the BID is to be self-sustaining. Once that is achieved, the DDA’s contributions for the PILT and Ambassador Program would be distributed back to the DDA.

BID Fund Balance Summary:

2014 actual	\$ 60,351
2015 actual	\$ 10,213
2016 actual	\$ 12,584
2017 actual	\$ 25,073
2018 actual	\$ 70,108
2019 actual	\$ 88,216
2020 actual	\$ 71,884
2021 actual	\$112,022
2022 amended	\$146,698
2023 projected	\$163,620

Garrett made a motion to approve the proposed BID budget for 2023. Vance seconded the motion. The motion was approved unanimously.

OTHER

James Jeffryes, property owner of Edgewater Brewing located at 905 Struthers Avenue, submitted a petition for inclusion of Property into the Downtown Business Improvement District and submitted a letter to incorporate the property into the Downtown Development Authority boundary.

Abe made a motion to incorporate Edgewater Brewery located at 905 Struthers Avenue into the Business Improvement District and Downtown Development Authority boundary. Garrett seconded the motion. The motion was approved unanimously.

PUBLIC COMMENTS

None

ADJOURN:

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