

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING MINUTES  
THURSDAY, JANUARY 12, 2023  
750 MAIN GROWL CONFERENCE ROOM & VITRUAL OPTION  
7:30 AM

**DDA Board Members present:** Cole Hanson (Chair), Libby Olson (Vice-Chair) via zoom, Steven Boyd, Garrett Portra, City Council Representative Abe Herman

**DDA Board Members absent:** Dan Meyer, Maria Rainsdon, Doug Simons Jr., 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:** Cole called the meeting to order at 7:32 a.m.

**CONSENT AGENDA**

**Approval of Minutes:**

Meeting of November 17, 2022 (the December meeting was canceled)

***Garrett made a motion to approve the minutes of the November 17, 2022, Business Improvement District Board meeting. Abe seconded the motion. The motion was approved.***

**REGULAR AGENDA**

**BID RESOLUTION 2023-01 MEETING NOTICE AND SCHEDULE**

***Abe made a motion to approve BID Resolution 2023-01 designating the location for the posting of the notice of meetings, establishing the 2023 Downtown Development Authority meeting schedule, and establishing the procedure for calling of special meetings. Garrett seconded the motion. The motion was approved.***

**UPDATES**

Gift Card Sales

Brandon provided a summary of the Downtown gift card sales. Gift card sales in 2022 were lower than in 2020 and 2021. In 2020, Downtown Grand Junction offered multiple gift card promotions to encourage the community to purchase gift cards and support local businesses. There were no promotions in 2021; however, many businesses purchased gift cards for their employees during the holidays.

Downtown staff will be posting on social media to encourage customers to spend their gift cards to support downtown businesses. In addition, staff will be encouraging businesses to offer specials or incentives to draw the community downtown to spend their gift cards.

Gift card sales:

|      |           |                                |          |
|------|-----------|--------------------------------|----------|
| 2022 | \$135,928 | \$ purchased month of December | \$55,395 |
| 2021 | \$172,326 | \$ purchased month of December | \$68,630 |
| 2020 | \$187,111 | \$ purchased month of December | \$95,310 |
| 2019 | \$ 79,636 | \$ purchased month of December | \$31,813 |
| 2018 | \$ 88,988 | \$ purchased month of December | \$35,529 |

Placer Data

Kyra provided a presentation of data collected from Placer Labs Inc. that displayed a snapshot of activity throughout the year visiting eight Downtown businesses. The software allows taking a snapshot of different

businesses and destinations in Downtown. In 2022 January was the slowest time of the year with 176k visitors and August was the busiest with 267k visitors. The Parade of Lights had 28k visitors compared to last year with 31k visitors.

### 2023 Event Calendar

Kyra provided a calendar of events that the Downtown produces.

- Restaurant Week – March 31<sup>st</sup> through April 9<sup>th</sup>
- Rides & Vibes Mountain Bike and Music Festival – May 5<sup>th</sup> and May 6<sup>th</sup>
- 4<sup>th</sup> of July Parade – Tuesday, July 4<sup>th</sup>
- Market on Main – July 6<sup>th</sup> through September 21<sup>st</sup>. The Market will begin and end two weeks later. This change will allow farmers to bring their produce in the fall.
- Rhythm & Brews Concert Series – July 27<sup>th</sup>, August 24<sup>th</sup>, September 21<sup>st</sup>. The last time Downtown hosted this event was in 2019. A sponsorship opportunity for \$4k-\$5k is still available.
- Car Show – September 16<sup>th</sup>
- Art Festival – October 6<sup>th</sup> through October 8<sup>th</sup>
- Spooktacular – October 21<sup>st</sup>
- Tree Lighting – November 18<sup>th</sup>
- Parade of Lights – December 2<sup>nd</sup>

In addition, the Grand Junction Sports Commission will be hosting the Mav Classic Bike Race and Beer Festival on Saturday, March 25th, 2023, in the Colorado Avenue Public Parking Lot.

### Shift Lot

Dave and Kyra met with staff at the Business Incubator to discuss food trucks at the Shift Lot located on the corner of 7<sup>th</sup> & Main Streets. The plan is to have a weekly food truck night on Wednesdays beginning in late March. The goal is to create a recurring event which would be easier to promote and to inform the community what is happening in that space. Business Incubator staff would be managing the site and coordinating the food trucks.

In addition, 32Waves is developing a food truck app that will allow food trucks to connect their point-of-sale systems to the new app. This would allow the community to know where the food trucks are located and provide their hours of operation. Downtown will be partnering with 32Waves to help launch the app when it is complete.

### **OTHER BUSINESS**

At the February meeting, there will be discussion regarding the 2023 plans for the BID and DDA as well as reviewing the annual report and infographic.

### **PUBLIC COMMENTS**

None

### **ADJOURN**

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