

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, SEPTEMBER 28, 2023
750 MAIN GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

DDA Board Members present: Cole Hanson (Chair), Libby Olson-(Vice-Chair)-via zoom, Garrett Portra, Maria Rainsdon-via phone, Cris Silverberg, Doug Simons Jr., Vance Wagner, City Council Representative Abe Herman

DDA Board Members absent: Steven Boyd

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 7:33 a.m.

CONSENT AGENDA

Approval of Minutes:

Meeting of July 13, 2023

Garrett made a motion to approve the minutes of the July 13, 2023, Downtown Business Improvement District Board meeting. Abe seconded the motion. The motion was approved.

REGULAR AGENDA

BID BUDGET PRESENTATION

Brandon presented the 2023 amended budget and 2024 proposed budget for the BID.

2023 Amended BID Revenues & Expenses

The 2023 amended projected revenues were \$440,215 which includes the special assessment, sponsorships, vendor fees, the DDA & City of Grand Junction contributions for the PILT (payment in lieu of taxes), the DDA contribution for the ambassador program, outdoor dining leases, and miscellaneous revenue. The 2023 amended projected expenses were \$426,211 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, ambassador program, and miscellaneous expenses).

2024 Proposed BID Revenues & Expenses

The 2024 proposed revenues were \$453,819 which includes the special assessment (includes an increase of 5%), sponsorships, vendor fees, the DDA & City of Grand Junction contributions for the PILT (payment in lieu of taxes), the DDA contribution for the ambassador program, outdoor dining leases, and miscellaneous revenue. The 2024 proposed expenses were \$428,794 which included personnel costs (5% COLA plus performance increases) as outlined in salary memo, 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, ambassador program, and miscellaneous expenses).

Brandon explained that the outdoor dining leases have never been increased; therefore, he proposed an increase from \$1.00 per square foot to \$2.00 per square foot. This change would increase the BID revenue by an additional \$10k. The new rate would increase when businesses renew their annual outdoor dining lease agreement. Other cost saving adjustments included decreasing seasonal staff hours and transitioning the photography agreement from a monthly basis to an as needed basis. The biggest cost is event production. Traffic control is projected to increase substantially next year.

2018-2024 Revenue & Expense Chart

A chart was provided including a history of revenues and expenses from 2018-2024. The long-term goal of the BID is to be self-sustaining.

BID Fund Balance Summary:

The BID fund balance summary was provided for the years 2015 to 2024. The 2023 amended proposed fund balance was \$119,653 and 2024 projected was \$144,678.

Vance made a motion to approve the proposed 2024 BID budget as presented. Doug seconded the motion. The motion was approved unanimously.

UPDATES

- Market on Main included twelve weeks of market and two Rhythm & Brews concerts. Bray & Co Real Estate was the Title Sponsor for Rhythm & Brews. Feedback received from vendors was positive. Placer Data will be provided after events are completed.
- Car Show was held on Saturday, September 16th. There were approximately 130 cars. A car show pull in map was provided to participants to help maximize the space. Due to this change, capacity will be increased next year to approximately 150 cars.
- Art Festival will be held Friday, October 6th and Saturday, October 7th. However, there will be an Art Festival Pre-Party on Thursday, October 5th at Ramblebine Brewing Company. The festival will kick-off during First Friday with a gallery walk. In addition, the Art Center of Western Colorado will be hosting an event at the Space to Create location from 5:00-8:00 pm. There will be clay & raku firing demonstrations. On Saturday the new Art on the Corner sculpture installations will begin at 7:00 am and the art expo will be from 11:00 am to 5:00 pm. There will also be live demonstrations and performances.
- CMU Homecoming parade is scheduled on Saturday, October 21st at 10:00 am.
- Spooktacular has been moved from the original date of October 21 to October 28 from 3:00-5:00 pm. This change will eliminate road closures back-to-back due to the CMU Homecoming parade.
- The Parade of Lights theme for this year is Jurassic Holiday.

Dave explained that a new community led event called Downtown Porchella is a live music walk that will feature local musicians playing on porches and front yards around downtown. The event will be held on Saturday, October 14th from 3:00-6:00 pm.

Art on the Corner (AOTC) 2023-24 Exhibit

Sarah Dishong (Downtown Project Coordinator) gave a presentation of this year's Art on the Corner temporary sculpture exhibit. There were 64 applications submitted through the online program Café. In addition, two Colorado Mesa University Artists submitted applications. Twenty-one pieces were selected including two pieces from students at Colorado Mesa University. The selected sculptures will be installed on Saturday, October 7, 2023, beginning at 7:00 am. The reception will be held on Friday, October 6th from 5:00 pm-7:00 pm at Springhill Suites.

The curators for this year's exhibit will be Brian Harrison and Troy Reynolds. Brian, Troy, and his team from FCI Constructors have been involved in AOTC and have assisted in the installation for many years. This was a great way to honor them and their contributions to AOTC.

Voting for the People's Choice award will be via an electronic ballot and voting will be open for four weeks. This process will allow additional time for the public to vote for their favorite sculpture.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN

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