

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JANUARY 25, 2024
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

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

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

City of Grand Junction staff present: City Attorney John Shaver

CALL TO ORDER: Cole called the meeting to order at 7:31 a.m.

CONSENT AGENDA

Approval of Minutes:

Meeting of November 2, 2023

Cole made a motion to approve the minutes of the November 2, 2023, Downtown Business Improvement District Board meeting. Steve seconded the motion. The motion was approved.

Meeting of December 14, 2023

Cole made a motion to approve the minutes of the December 14, 2023, Downtown Business Improvement District Board meeting. Steve seconded the motion. The motion was approved.

REGULAR AGENDA

UPDATES

2024 Event Calendar

Kyra provided a calendar of Downtown signature events.

- Restaurant Week – April 6th through April 14th
- Rides & Vibes Mountain Bike and Music Festival – May 10th and May 11th
- 4th of July Parade – Thursday, July 4th
- Market on Main – July 11th through September 26th
- Rhythm & Brews Concert Series – August 22nd, September 26th
- Car Show – September 21st
- Art Festival – October 4th and 5th
- Spooktacular – October 26th
- Tree Lighting – November 23rd
- Parade of Lights – December 7th

Colorado Mesa University and The Grand Junction Sports Commission are partnering to produce the CMU Mav Classic Bike Race and Beer Festival on Saturday, March 23, 2024, in the Colorado Avenue public parking lot.

The Latin Anglo Alliance will be hosting Cinco de Mayo on Sunday, May 5, 2024. The event will be held on Main Street in Downtown. Kyra will assist with the organization of the event to ensure road closures and safety concerns are addressed as well as liquor boundaries are enforced.

2024 MARKETING

Dave explained that Colorado West Outdoor Advertising and Downtown Grand Junction partnered to provide an opportunity for Downtown businesses to participate in a Billboard Co-op Ad Package Program beginning in February 2024 through January 2025. One business per month will be displayed on the digital billboard space near the highway by Sprouts. Downtown will fund 50% of the cost and the businesses will pay the other 50%.

A new sponsorship package has been established with KREX for four Downtown events that currently do not have tv sponsorship. This sponsorship will be a great opportunity to promote downtown.

GJ Creates put out a call for a temporary fiber-based art installation (Urban Fibers Dress the Sculptures) to promote public art and highlight local artisans. Artists will be selected to provide the sculptures winter ‘attire’ using yarn, various fibers, textiles, recycles plastics or combined materials. Up to ten artists will be selected to install temporary fiber-based art installations on ten Art on the Corner sculptures. Artists selected will receive \$100 per sculpture attire. Deadline to apply is January 31, 2024. Installation will be February 12 – February 17, 2024.

2023 HOLIDAY SURVEY

Downtown Grand Junction has partnered with eight other Downtowns in Colorado to develop a 2023 Business Holiday Survey to better understand trends and a baseline for 2024. The survey includes questions regarding 2023 holiday sales numbers. The survey will be open until February 4, 2024.

2023 DOWNTOWN GIFT CARD SALES

Brandon provided a summary of the Downtown gift card sales. Gift card sales in 2023 decreased by approximately \$5,000 than last year. 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 have been posting on social media to encourage customers to spend their gift cards to support downtown businesses and encouraging businesses to offer specials or incentives to draw the community downtown.

Gift card sales:

2023	\$130,783	\$ purchased month of December	\$54,027
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

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Doug made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 7:45 a.m.