GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JULY 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, Faith Rodriguez, Doug Simons Jr., City Council Representative Abe Herman

**Board Members absent:** Maria Rainsdon, Cris Silverberg

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

**City of Grand Junction staff present:** Interim City Manager Andrea Phillips, City Attorney John Shaver

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

New board member Faith Rodriguez introduced herself, followed by introductions from everyone else.

**CONSENT AGENDA**
**Approval of Minutes:**
May 23, 2024
***Cole made a motion to approve the minutes of the May 23, 2024, Downtown Business Improvement District Board meeting. Garrett seconded the motion. The motion was approved.***

**REGULAR AGENDA**
**UPDATES**
**Vibe Map Rollout**
Brandon explained that Downtown will be using Vibemap, an app showcasing arts and culture, to feature the Art on the Corner permanent, temporary, and Legends art collections, murals, and city-owned sculptures. The map will include locations, artist statements, and contact information. Downtown staff will manage the app, and the information will be available on the Creative District Website.

**Las Colonias Cactus Project**
Dave provided an update on the Las Colonias Cactus project. Three submissions were received, and Justin Squire was chosen to create the interactive cactus sculpture, which consists of two pieces. The sculptures were installed at the west entrance of the amphitheater. Dave worked with Maria (OVG) on the placement, with assistance from the City Parks Department. A social media reel showcasing the sculptures achieved impressive results, accumulating over 30 hours of watch time, 11,000 views, and reaching 6,000 accounts. Remarkably, 84% of the viewers were new to our Downtown page, making it a highly successful post.

**CCI Film Internship**
Dave stated that the Film Exposure Pilot Program was underway. The program is a paid internship funded by OEDIT for $5k and $1k from Downtown Grand Junction. Three student film interns had their first planning meeting and came up with some great ideas. One of the video themes will be the best spots to get burgers downtown. Another will focus on how downtown helps incubate the local music scene.

This student-led project will continue through August and the videos are expected to be completed by October. The videos will be released on downtown social media. An arts video will be filmed at the Art Festival. Rachel Deweber, a local videographer, will assist with the videos.

**OTHER BUSINESS**

Kyra mentioned that Market on Main is continuing despite the heat, with a new water bottle refill station in place. New farmers have been joining the market. At the Main Street Improvement meeting, there was a discussion about the challenge of keeping the market banners flat. Rhythm & Brews is scheduled to take place after the markets on August 22 and September 26.

The Art Festival is scheduled for October 4th and 5th.

**PUBLIC COMMENTS**

None

**ADJOURN**

***There being no further business, Doug made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 7:49 a.m.***