GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
WEDNESDAY, APRIL 30, 2025
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

Board Members present: Libby Olson (Chair), Garrett Portra (Vice-Chair), Steven Boyd, Karli Hyland, Faith Rodriguez, Doug Simons Jr. City Council Representative Abe Herman

Board Members absent: Cole Hanson

Downtown Grand Junction staff present: Brandon Stam, Vonda Bauer

City of Grand Junction staff present: City Attorney John Shaver

CALL TO ORDER: Libby called the meeting to order at 7:33 a.m.

CONSENT AGENDA
Approval of Minutes:
February 27, 2025
Steve made a motion to approve the minutes of the February 27, 2025, Grand Junction Downtown Business Improvement District Board meeting. Garrett seconded the motion. The motion was approved unanimously.

REGULAR AGENDA
UPDATES
Downtown Event Coordinator Position
A conditional offer has been extended to a candidate for the Downtown Event Coordinator position, pending a background check. The candidate currently is employed at Gearhead Outfitters and has event experience. The expected start date is May 12th. Kyra will assist with training.

CCI Conference Updates
Dave and Sarah are attending the Colorado Creative Industries Convening for certified districts, which begins today. The Summit runs from tomorrow through Friday. Tickets are still available for any interested board members.

Spring Events Update
- Home Loan Taste of the Grand Valley "Samples & Sips" fundraiser – Friday, May 2
- Cinco de Mayo celebration – Saturday, May 3
- Grand Junction Rides & Vibes – Friday and Saturday May 9th & 10th

Market on Main
Brandon shared that a few adjustments are being considered for the upcoming market season. One key change is shifting the market hours from 5:30-8:30 PM to 6:00-9:00 PM, at least during the hotter early weeks (July to mid-August). There's interest in later hours long-term, but few downtown businesses stay open past 9 p.m. That may change with more downtown residents. Another adjustment would be allowing local businesses to invite their regular vendors to participate during the first month to boost activity, since early-season produce is limited, and heat discourages attendance. Also discussed was shrinking the market footprint from four blocks to two, but most prefer trying to increase vendors over reducing the event area.

The market now runs from early July through the end of September (a shift from it's former mid-June start), which has been positively received. However, September remains challenging due to overlapping events like the Downtown Car Show and Art Festival.

OTHER BUSINESS

CMU

CMU has expressed interest in hosting a 100-year anniversary block party on October 25, including a Main Street closure, beer garden, and live music. Once the new Event Coordinator begins, a meeting will be scheduled with CMU to get more details and begin planning. Since the Spooktacular event is also set for October 25 (with a road closure from 4-6 PM), coordination will be needed to manage both events and minimize disruption for local businesses.

Mav Classic

Steve mentioned that the Mav Classic event went well, especially the Saturday night races. However, Brandon stated that there was some negative feedback, mainly about the closure of the Colorado Avenue parking lot, which limited access to nearby businesses. There's potential to improve the event by adding more vendors, breweries, or other engaging activities in the Colorado lot, as much of the lot felt underutilized. Downtown Grand Junction does not organize the event; however, we can share feedback with the Grand Junction Sports Commission.

Rides & Vibes

Brandon stated that during Rides & Vibes the 600 block will remain open since there aren't enough vendors to justify closing it. However, businesses on that block can still participate by setting up within the main event area. Brandon added that some businesses like Hog and Hen will be having Sidewalk Saturdays, and Triple Play will host DJ's to help activate that block.

Faith suggested including cards in the Rides & Vibes race bags featuring a QR code that links information about all the downtown businesses, to increase engagement during events.

Intern

Brandon thanked Faith for connecting him with Kristen from the CMU's School of Business department. An intern will be hired to assist with data analytics, which has been difficult for the event coordinator to manage during the busy event season. Having dedicated support for data analysis will be a valuable opportunity.

Board Appointment

Brandon stated that regarding the letter to appoint Dustin Anzures to complete Cris Silverberg's term, there was a previous mention of a potential conflict of interest and whether the board would be comfortable proceeding, noting that Dustin's known involvement with the train depot and grants may present some concerns, though they appear manageable.

John Shaver emphasized the importance of initial disclosure, clarifying that any potential business dealings would likely be with Dustin's business entity, rather than Dustin personally. He recommended that the board formally acknowledge the potential conflict and affirm the letter.

Board members pointed out that many of them could face similar conflicts, particularly those owning downtown businesses, and that past conflicts have typically been addressed at the project level.

Abe stated that Dustin's development experience would be a valuable asset to the board.

Garrett made a motion to proceed with the letter appointing Dustin, acknowledging the potential for future conflicts and affirming that any issues will be addressed as they arise at the time of a project. Doug seconded the motion. The motion was approved unanimously.

Jackalopes

Doug mentioned Enstrom's will be hosting a Jackalopes season kick-off event on Thursday, May 15th from 5-7 p.m., featuring food trucks and candy.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Abe made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 7:54 a.m.