GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, APRIL 30, 2025
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:50 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

Other: Northland Securities, Inc Financial Advisor Troy Bernberg (representing the DDA)-via zoom

City of Grand Junction staff present: City Attorney John Shaver

CALL TO ORDER: Libby called the meeting to order at 7:55 a.m.

CONSENT AGENDA

Approval of Minutes:

Meeting on February 27, 2025

Abe made a motion to approve the minutes of the February 27, 2025, Downtown Development Authority Board meeting. Garrett seconded the motion. The motion passed unanimously.

Joint Meeting with City Council on March 27, 2025

Garrett made a motion to approve the minutes of the March 27, 2025, Downtown Development Authority Board/City Council joint meeting. Doug seconded the motion. The motion passed unanimously.

Board members expressed their gratitude to Abe for his service on the board, with Brandon specifically acknowledging his valuable contributions as the City Council liaison and his role in advancing key projects. Abe responded that serving on the board has been a rewarding experience, noting the exciting developments in Downtown and expressing enthusiasm for the upcoming Terminal project.

REGULAR AGENDA

MAIN STREET SIDEWALK CLEANING

Brandon stated that Curbside Cleaners provided an estimate of $9,600 for sidewalk cleaning. The DDA previously shared the sidewalk cleaning costs with Parks, but it was not included in their budget this year. Randy confirmed funding is planned for next year's budget. The price slightly increased, but Brandon recommended proceeding this year, with the work scheduled for mid-May after Cinco de Mayo and Rides & Vibes events. Funding will be allocated from the Special Projects account.

Doug made a motion to approve the curbside cleaning for $9,600 and seconded by Abe. The motion was approved unanimously.

DDA GRANT PROGRAM DISCUSSION

Year-to-date, the DDA has disbursed $5,000 in façade grants. A few grants from the previous year remain outstanding, including those on 809 & 811 South 7th Street, former Sunrise Restaurant and 201 6th Avenue, former Drive Train Industries building owned by Jay Soneff. The application for 300 Main Street has been removed due to 18 months of inactivity.

MURAL GRANT

Brandon presented the idea of creating a separate Mural Grant program, rather than including murals as part of the Façade Grant program.

The board discussed the following recommendations:

- $1,000 match limit (subject to mural scale)
- Requirement for property/business owner investment
- Limit to one application per property
- Requiring murals to remain in place for at least one year
- Design guidelines to prevent political or explicit content
- Maintenance clause placing responsibility on property owners
- Property owner selects artist, with optional access to DDA artist network
- DDA design committee to have final approval authority
- Consider allowing non-commercial entities on a case-by-case basis

The board expressed support to proceed with developing the Mural Grant program and guidelines.

FAÇADE GRANT

Brandon recommended implementing a sliding scale for Façade Grants ranging from $10K to $30K, based on the scope of work instead of building square footage. For grants exceeding $10K, he suggested requiring architectural renderings and a formal presentation to the board. He also recommended maintaining the current five-year eligibility period, unless there is a change in property ownership. Using project scope as a guideline would provide the board with greater discretion, particularly for larger buildings with multiple tenants.

The board agreed with the approach to base awards on project scope.

COMBINE RESTARUANT AND UPPER-LEVEL GRANT INTO BUILDING ACTIVATION GRANT

Brandon proposed consolidating the Restaurant and Upper-Level Grants into a single Building Activation Grant, offering up to 25% of total project costs, with eligible projects requiring a minimum investment of $10K and a maximum grant cap of $100K instead of the current cap amount of $50K. The grant would focus on interior activation for commercial uses, with an emphasis on addressing code-related challenges. The board would retain discretion in approving projects.

Brandon raised the question of how to handle projects completed in phases, as some property owners may want to break larger projects into stages. He noted tracking phased projects could be challenging and asked for input on whether the grant should be a one-time award or allow multiple applications, especially given the potential scale of projects (up to $2 million).

The board supported setting a per-property cap of $100K, with the board maintaining discretion over phased requests. It was recommended that funding be tied to distinct project phases, with the property owner responsible for presenting each phase for consideration. Brandon agreed, using the Goat and Clover property as an example, suggesting that if the owner wishes to pursue multiple phases, they could apply in stages, but total funding would not exceed the $100K cap.

Brandon concluded that he would incorporate these guidelines into the grant program and welcomed additional feedback if needed.

CATALYST GRANT

Brandon recommended removing set dollar allocation amounts for the Catalyst Grant shifting it to a more flexible, catch-all fund for a variety of project types. He noted that previously, most applications defaulted to the $500K cap, which limited flexibility. The new approach would eliminate a defined dollar amount, allowing the board greater discretion to evaluate projects—ranging from large developments to smaller initiatives—based on alignment with the

Downtown Plan and vision. The program would be limited to one application per property.

MARKETING REQUIREMENTS FOR GRANTS

Brandon proposed adding marketing and recognition requirements to all grant programs to increase public awareness of DDA-supported projects. Currently, before-and-after photos are required, but additional expectations would include:

- Use of the DDA logo on relevant materials.
- Social media posts, press releases, and website/newsletter mentions by the grant recipient.
- On-site recognition for capital improvement projects, including:
    - Temporary signage (e.g., sandwich board or banner) displayed during the project's duration, indicating DDA funding support.
    - Permanent plaque or acknowledgment, approved by the DDA, to be installed upon project completion.

Brandon will incorporate these guidelines into the grant programs and present final versions for board review at the next meeting.

GRANT REQUESTS

Sadye Saad (Pollux Boutique) contacted Brandon regarding additional funding for a previously approved Façade Grant. The project, which initially included a new awning (for which $854 was already disbursed), encountered unforeseen issues when the old awning was removed, revealing damage to the stucco and paint. Sadye requested to amend the grant to include repairs to the stucco and paint, with an estimated cost of $2,500, of which the grant would cover $1,250.

Doug moved to approve the additional $1,250 grant request and Garrett seconded the motion. Motion passed unanimously.

The DDA received a request from Matt at Grassroots for an Alleyway Enhancement Grant. The total project cost is estimated at $18,000, with the DDA contributing $7,500 (the program maximum). The project includes repairing the back of the building, installing siding, constructing a fence with a rolling gate and lighting. The improvements will enhance safety, create a secure event space, increase vendor capacity, and improve visibility. Matt also intends to pursue a liquor license to support additional events.

Abe made a motion to approve the $7,500 grant request and Garrett seconded. Motion passed unanimously.

UPDATES

Vibrant Main Street Update

Brandon reported strong community participation during the Main Street update sessions with DTJ Design, with 40-50 attendees across the Thursday afternoon and Friday morning sessions. The discussions were productive, with key takeaways including:

- Lighting improvements as a top priority.
- Loading zones: Preference to maintain existing zones but enhance striping to prevent misuse, as they are critical for business operations.
- Benches: Support for removing existing fixed benches, many of which are damaged and costly to repair, and replacing them with flexible seating areas.
- Broad support for concepts such as a party block, removable bollards, and digital kiosks.

DTJ Design will return in May to develop a priority project list for the board, including discussion of the former splashpad area, which is a high priority due to existing parks funding.

Brandon noted the community survey received 81 responses, with varied comments but focused on the proposed

projects. More updates will follow as the process continues.

The Terminal Project

Brandon reported that the RFP for architectural and engineering services has been issued, with a closing date of May 12th. This step was necessary after being advised by OEDIT that a formal procurement process was required for grant eligibility. This was a significant milestone in keeping the project on track for design and site plan submittal.

Brandon reported that City Council approved the resolution related to the parking lot, fees and/or public improvements for the project.

600 White Avenue

Vertikal, LLC—the firm selected through the RFP process—will attend the May board meeting to present multiple proposal options for the board's consideration.

702 Main Street

Brandon emphasized the need to update the existing loan agreement and forgiveness terms, as the original agreement, proposed by Aaron, is no longer relevant. Kelly Milan, a partner at M L R Design & Development, has obtained the necessary variances to allow for structures closer to the sidewalk and to support entertainment-related uses.
The development is planned in two phases:

- Phase 1: Focused on food trucks
- Phase 2: Construction of the building

There was discussion around potentially structuring the loan forgiveness in tiers, tied to the completion of each phase—Phase 1 and infrastructure development.

Originally, a $500,000 loan was provided, with $200,000 forgiven for 734 Main, leaving a remaining balance of $300,000.

A question was asked whether to revisit the agreement now or wait until Mr. Milan finalizes his concept. Brandon noted that Mr. Milan appears ready to move forward, and the current agreement—extended with Aaron—expires in May. Updated documentation will be needed.

OTHER BUSINESS

The Junction will hold its official ribbon-cutting ceremony on May 21st from 2:00 to 4:00 PM. Board members are invited to attend.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Doug made a motion to adjourn. Garrett seconded the motion. The meeting adjourned at 8:44 a.m.