GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, FEBRUARY 27, 2025
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:45 AM

Board Members present: Libby Olson (Chair), Garrett Portra (Vice-Chair), Steven Boyd, Cole Hanson, Faith Rodriguez-via Zoom, Cris Silverberg, City Council Representative Abe Herman

Board Members absent: Doug Simons, Jr.

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

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

City of Grand Junction staff present: City Attorney John Shaver

Guests: Via Zoom-DTJ Designs, Inc- Greg White (Principal + Landscape Architect), James Palmer (Senior Associate + Landscape Architect)

CALL TO ORDER: Libby called the meeting to order at 8:11 a.m.

CONSENT AGENDA
Approval of Minutes:
Meeting on January 23, 2025
Steve made a motion to approve the minutes of the January 23, 2025, Downtown Development Authority Board meeting. Abe seconded the motion. The motion passed unanimously.

REGULAR AGENDA
DDA GRANT PROGRAM DISCUSSION
Brandon highlighted the Façade Grant Program's success in supporting downtown merchants but noted that the $10K cap may be inadequate for larger buildings. He suggested a tiered or sliding scale approach, with a preference for the sliding scale to allow the board flexibility in determining funding based on project impact.

The Upper-Level Activation Grant has yet to receive any applications, likely due its 25% match structure, capping at $50K. While intended for essential upgrades like fire suppression and elevators, this amount may be insufficient to drive significant change, potentially hindering upper-level activation efforts. Supporting these projects remains important, especially as ground-floor spaces are increasingly occupied by non-retail uses.

The Board discussed streamlining the grant process by merging the Alleyway, Restaurant, and Upper-Level Grants into a more flexible "Building Activation Grant" ranging from $10K to $100K. This would allow funding based on project needs rather than restricting funds to specific uses. Additionally, the Board considered extending the 5-year timeframe for grant applications and incorporating legal protections to ensure compliance.

For the Catalyst Grant, most applicants request the full $500K. While the program aligns with the DDA's mission, Brandon recommended handling the requests on a case-by-case basis. He also suggested adding marketing requirements to grants to increase awareness.

The Board proposed eliminating the $500K cap to increase accessibility to funding and ensure projects are assessed based on their impact rather than a fixed limitation.

VIBRANT MAIN STREET UPDATE

James Palmer and Greg White from DTJ Design outlined the workshop agenda, covering tasks, goals, prior engagement, study area map analysis, recommendations, parking, and event layout. They emphasized necessary improvements to Main Street's infrastructure and programming.

Key findings from the 2024 Engagement Overview highlighted the importance of safety, security, activation improvements, shade, lighting, enhanced seating, and water bottle filling stations along with balancing event timing and security.

James analyzed Main Street (1st to 8th Streets), identifying issues like poor wayfinding, underutilized loading/delivery drop off zones, inconsistent lighting, shade distribution, inadequate seating, lack of downtown/Main Street Identifier, decommissioned water features, alleyway conditions, and excessive parking depths/pavement. His recommendations included enhancing safety, increasing outdoor dining, improving signage, removal of benches, upgrading infrastructure (shade, water bottle stations, misters, power), and repurposing delivery drop zones for parking streetscape functions.

The Board discussed potential improvements, including ADA accessibility, parking modifications, and new features in the former splashpad area, while also considering maintenance requirements. They also emphasized the importance of delivery drop zones and agreed to continue discussions on these recommendations.

Brandon stated that current funding is allocated for the splashpad area, a new survey is planned, and community outreach will continue for feedback on the improvements.

UPDATES

Brandon mentioned plans for a joint meeting with City Council in late March to discuss additional funding requests for Dos Rios and The Terminal Project's city-owned parking lot. He will finalize the meeting date.

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 9:40 a.m.