GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JULY 24, 2025
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

Board Members present: Libby Olson (Chair), Garrett Portra (Vice-Chair), Dustin Anzures, Steven Boyd, Cole Hanson, Karli Hyland-via Zoom, Afton Neal, Faith Rodriguez-via Zoom, City Council Representative Ben Van Dyke

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

City of Grand Junction staff present: City Manager Mike Bennett, City Attorney John Shaver

CALL TO ORDER: Libby called the meeting to order at 7:32 a.m.

CONSENT AGENDA
Approval of Minutes:
June 26, 2025
Cole made a motion to approve the minutes of the June 26, 2025, Grand Junction Downtown Business Improvement District Board meeting. Garrett seconded the motion. The motion was approved unanimously.

REGULAR AGENDA
UPDATES
Downtown Workshop
Downtown Colorado Inc. and Downtown Grand Junction hosted a retail workshop with 11 participants. The workshop focused on strategies to enhance store operations, marketing visibility, POS setup, and theft prevention. Presenters included consultant Anthony Russo and Afton Neal of Annelise Bridal. The workshop received positive feedback, and a recap will be shared in the Downtown Newsletter.

Business Update
New businesses:
Williams Mercantile – 535 Main Street
ColoradoCool Apparel 443 Main Street --they make custom Colorado themed shirts and hats

Promotion with Afton
Downtown partnered with Afton to promote the market using custom-designed canvas bags created by a different local artist each year. These bags are filled with products purchased from various market vendors by Afton and Abby, as a way to showcase and support local businesses. The filled bags are then dropped off at a downtown business for a “first come, first serve” giveaway and promoted on social media. This collaboration helps highlight the full market experience, encourages vendor engagement, and increases visibility for both the market and downtown businesses.

Event Update
Jed reported a strong start to the Market season with positive community and business feedback. Ongoing efforts to increase foot traffic into local businesses include vendor activations at Hog & Hen and collaborations with Rooted Valley to guide visitors from the street into nearby stores.

The 600 block has seen a change in music programming to attract more visitors, and several business owners have commented that the market feels fuller than it has in years. Jed noted continued efforts to work with businesses to create engaging spaces that encourage participation.

Libby asked about attendance during the extended final half-hour, and Jed noted it remained strong until 9:00 p.m., though vendor feedback varied depending on weather. Brandon noted that he, Garrett, and Libby had previously discussed standardizing next year's hours with a consistent 5:30 p.m. start, ending at dusk. This change would simplify messaging, reduce confusion for businesses and the public, and address challenges related to alcohol sales licensing. The group agreed that a simplified schedule would be beneficial moving forward.

CMU 100 Year Anniversary

Brandon shared that staff are coordinating with Colorado Mesa University to celebrate its 100-year anniversary with a downtown block party. The event is scheduled for the same weekend as Spooktacular. Spooktacular will run from 3:00–5:00 p.m., followed by CMU's event continuing into the evening. Road closures are planned from 4th to 6th Streets for the duration of the event.

Staff are exploring options for a beer garden and have consulted with City Attorney John Shaver regarding the possibility of a festival license. This would potentially allow participating restaurants to serve alcohol within the event area. Legal details are still being reviewed. Brandon noted it could be a unique and exciting pilot concept.

Placer Data

Brandon shared two long-term projects: (1) piloting "My Town AI" to combine Placer data, grant information, and public information for property inquiries, and (2) developing a live, interactive dashboard, similar to Glenwood Springs, to provide real-time access and stronger visuals compared to current reports.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Garrett made a motion to adjourn. Steve seconded the motion. The meeting adjourned at 7:47 a.m.