GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, OCTOBER 23, 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, Afton Neal, Faith Rodriguez, City Council Representative Ben Van Dyke

Downtown Grand Junction staff present: Brandon Stam, Vonda Bauer, Dave Goe, Jed Willis, 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, Assistant City Attorney Jeremiah Boies

CALL TO ORDER: Libby called the meeting to order at 7:34 a.m.

CONSENT AGENDA
Approval of Minutes:
Meeting on September 11, 2025
Steve made a motion to approve the minutes of the September 11, 2025, Grand Junction Downtown Improvement District Board meeting. Garrett seconded the motion, and it was approved unanimously.

REGULAR AGENDA
2026 BID BUDGET PRESENTATION
Brandon noted that the BID's purpose is to organize, promote, and manage public events and provide marketing for the businesses in the district. The BID only includes commercial properties, not residential properties.

Brandon reviewed the 2025 revenues and expenses and then presented the 2026 proposed budget for the Business Improvement District.

2025 BID Revenues & Expenses
The 2025 revenues were $471,618 which included the special assessment (includes an increase of 5%), sponsorships, vendor fees, the DDA & City of Grand Junction contributions for the PILT (payment in lieu of taxes), the DDA contribution for the ambassador program, outdoor dining leases, and miscellaneous revenue. The 2025 expenses were $451,962 which included personnel costs, and non-personnel operating expenses (event production, advertising, ambassador program, contract services, dues/licenses, miscellaneous operating, and gift cards).

Brandon stated that the Ambassador program did not take place in 2025 and will be discontinued in the future.

2026 Proposed BID Revenues & Expenses
The 2026 proposed revenues were $448,403 which included the special assessment (includes an increase of 5%), sponsorships, vendor fees, the DDA & City of Grand Junction contributions for the PILT (payment in lieu of taxes), outdoor dining leases, and miscellaneous revenue. The 2026 proposed expenses were $426,581 which included personnel costs (performance increases) as outlined in salary memo, and non-personnel operating expenses (event production, advertising, dues/licenses, miscellaneous operating, and gift cards).

2016-2026 Revenue & Expense Chart
A chart was presented showing the history of revenues and expenses from 2016-2026 proposed.

BID Fund Balance Summary:
A summary of the BID fund balance from 2015 to 2026 proposed was presented, showing a projected balance of $206,068 for 2026.

There was discussion about the importance of maintaining a fund balance to ensure events can continue even without sponsorship support. The BID's long-term goal is to be self-sustaining.

Faith made a motion to approve the proposed 2026 BID budget as presented. Garrett seconded the motion. The motion was approved unanimously.

UPDATES

Downtown Event Update

Upcoming events:

- **Spooktacular:** Scheduled for Saturday, October 25th, from 3:00-5:00 pm.
- **CMU 100th Anniversary Block Party:** Will take place October 25th, after Spooktacular, from 5:30 – 10 pm.
- **Downtown Tree Lighting:** Will take place on Saturday, November 22nd from 5:00-7:00 pm.
- **Downtown Parade of Lights:** Will be held on Saturday, December 6th at 5:00 pm, themed "Rock the Holidays." Registration is currently at 76, with only four public spots remaining. In total, there will be around 100 entries, including the marching bands, Grand Junction Police Department, and Fire Department.

Leadership Committee Update: Downtown will continue promotions for the 12 Days of Cheer in partnership with Everwood Collective. The staycation will not be held this year due to low interest. A window decorating contest will return, with the BID funding 12 businesses on a first-come, first-served basis.

Dave shared that the holiday season will kick off with Small Business Saturday, the weekend after Thanksgiving. Advertising will run through KREX, Townsquare Media radio, and a holiday events insert in the Daily Sentinel, all promoting shopping local and visiting Downtown. December events will include the Parade of Lights, Spirit of Christmas, Chocolate Walk, 12 Days of Cheer, Santa visits, JR's Carriage rides, and additional Friday night music.

OTHER BUSINESS

The Holiday Downtowner will be held on Thursday, November 20th from 5-8 pm at WestCo Brewing, formally Edgewater Brewery.

Dave was recently appointed by Governor Jared Polis to serve on the Council of Creative Industries.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Garrett made a motion to adjourn. Steve seconded the motion. The meeting adjourned at 7:58 a.m.