GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, MARCH 26, 2026
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

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

Board Members absent: Dustin Anzures

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: Assistant City Attorney Jeremiah Boies

CALL TO ORDER: Garrett called the meeting to order at 7:35 a.m.

CONSENT AGENDA
Approval of Minutes:
Meeting on February 26, 2026
Karli made a motion to approve the minutes of February 26, 2026, Grand Junction Downtown Improvement District Board meeting. Steve seconded the motion, and it was approved unanimously.

UPDATES
Spring Events

- The **Maverick Classic & Beer Festival** will take place on Saturday, March 28. The criterium race starts at 6:00 pm, and the beer festival will be held in the Colorado Avenue parking lot.
- **IN THE GAME Vibrant Downtown Event,** presented by Downtown Colorado Inc. (DCI), is scheduled for April 1-3. The event includes many tours, and Dustin and Afton will be assisting with some of them. It's a great opportunity to highlight Downtown.

Marketing Promotions

- Downtown will continue its digital billboard co-op partnership with Colorado West Outdoor Advertising.
- The co-op advertising campaign with KREX TV will continue as well. Twenty-three businesses are participating. Downtown receives the first three seconds of each ad, with the remaining airtime dedicated to individual businesses. The campaign will launch in late spring and run through the summer.

OTHER BUSINESS
Veritas Injury Lawyers will host a community event downtown on Saturday, April 4th. They plan to purchase 2,500 Downtown gift cards for prizes at the event. They will also serve as supporting sponsors for the Downtown 4th of July Parade, Spooktacular, and Car Show.

The New York Times recently featured Grand Junction in its "36 Hours" article, highlighting several downtown businesses and showcasing the area's culture.

Downtown Grand Junction has been named one of USA Today's 20 Best Main Streets for 2026. Once voting concludes, the top 10 winners will be announced.

The final annual report was shared in last week's newsletter, along with an update on the splashpad remodel.

PUBLIC COMMENTS
None

ADJOURN
There being no further business, Faith made a motion to adjourn. Steve seconded the motion. The meeting adjourned at 7:41 a.m.