GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, MAY 28, 2026
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

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

Board Members absent: Steven Boyd

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: Interim City Attorney Jeremiah Boies

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

CONSENT AGENDA
Approval of Minutes:
Meeting on April 23, 2026
Garrett made a motion to approve the minutes of April 23, 2026, Grand Junction Downtown Improvement District Board meeting. Dustin seconded the motion, and it was approved unanimously.

UPDATES
Rural Symposium Conference
Downtown will be partnering with the CMU Business School as they host the *Rural Symposium Conference* on June 11. This event will bring approximately 100 economic development professionals from rural communities across the country to Grand Junction. Attendees will visit several locations downtown.

Event/Marketing Updates
- 4th of July Parade takes place on Saturday, at 10:00 am.
- Market on Main runs Thursdays from July 9 through September 24, from 5:30 pm until dusk. Approximately 90 vendors have registered to participate. Planning has been almost finalized for the Farm to Tap Night, which will take place during the last market of each month (three in total). Participating businesses will be able to serve alcohol within the designated boundary, and branded materials and cups are currently being finalized and ordered.

Rides and Vibes Recap
Brandon reported on two major events: Cinco de Mayo and Rides & Vibes. He noted that Cinco de Mayo had a few minor issues, including a planned car show on the 300 block that resulted in only one vehicle, making the road closure less effective than anticipated. Downtown Event Coordinator Jed assisted with event set up and will continue to provide support. He will also attend the Cinco de Mayo recap meeting to help address issues and ensure appropriate follow-up.

Brandon reported that he, Libby, and Garrett plan to reach out to the Grand Junction Sports Commission Executive Committee to address several concerns that arose during the Rides & Vibes event. Three City departments contacted him regarding operational and safety issues. The Police Department raised concerns after a moto event accident and

noted there were no pedestrian barriers, which allowed vehicles onto the kids' crit course. The Parks Department incurred overtime costs due to insufficient trash receptacles, and Parking Services had to remove bags left on meters the following Monday.

Additional issues included both the moto event and staging areas being set up in locations that did not match the approved permit, which Jed discovered upon arrival. Brandon also noted negative feedback from several business owners who felt the event did not benefit their business and expressed concern about the lack of oversight mechanisms for third-party events.

Jeremy from Bin 707 reported a 50% decline in sales over the previous six Saturdays due to the road closure and event activity. He noted that the track was located directly in front of their businesses, which impacted customer access.

The board discussed significant problems with the Rides and Vibes event, including safety concerns, non-compliance with permits, questioning its value and impact on local businesses, and negative feedback from local businesses. They expressed concerns about the event straying from its original focus, beer sales through non-local vendors, and its financial performance, leading to a consensus that the DDA should no longer sponsor the event despite its five-year history.

Brandon will research and contact Downtown Colorado Inc. and other relevant organizations to gather examples of event safety and operation policies to guide potential new BID event policies.

The Board directed Brandon to schedule a meeting with the Grand Junction Sports Commission Executive Committee to address concerns, expectations, and potential future requirements for the Rides & Vibes event, including stricter guidelines and stronger enforcement of permit conditions.

PUBLIC COMMENTS
None

ADJOURN
There being no further business, Garrett made a motion to adjourn. Dustin seconded the motion. The meeting adjourned at 8:14 a.m.