GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JULY 23, 2026
750 MAIN STREET-GROWL CONFERENCE ROOM & VITRUAL OPTION
7:30 AM

Board Members present: Libby Olson (Chair), Jeremy Arthur, Steven Boyd, Karli Hyland (via Zoom), Afton Neal, City Council Representative Ben Van Dyke

Board Members absent: Garrett Portra (Vice-Chair), Cole Hanson

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, Visit Grand Junction Director Elizabeth Fogarty

CALL TO ORDER: Libby called the meeting to order at 7:31 a.m.

CONSENT AGENDA
Approval of Minutes:
Meeting on June 25, 2026
Afton made a motion to approve the minutes of June 25, 2026, Grand Junction Downtown Improvement District Board meeting. Jeremy seconded the motion, and it was approved unanimously.

UPDATES
Jed provided updates on upcoming Market on Main events. Tonight's market will feature the Colorado 150 celebration in partnership with the City of Grand Junction, including a Touch-a-Truck, city department booths, games, activities, and participation from several nonprofit organizations.

Jed also shared that the first Farm to Tap event will take place next Thursday during the Market with 12 participating businesses. Businesses are planning on serving specialty food and drinks, and branded event cups will be available soon.

Attendance at the Market exceeded last year's numbers, with approximately 500 more attendees at the first market despite the hot weather.

Dave provided a marketing and events update. New Market on Main tote bags, designed in partnership with Colorado Cool and screen printed locally by Enjoy Ink will be distributed at the market. For Colorado's 150th anniversary celebration 150 limited-edition full-color tote bags will also be distributed.

Additional Colorado 150 activities include a Colorado-themed art show hosted by Western Colorado Community Foundation, the Sculpted Words poetry series pairing local poetry with Art on the Corner sculptures through a grant-funded initiative, and a free guided walking tour of the Legends Sculpture Collection led by Legends of the Grand Valley committee members. Dave also highlighted an upcoming Colorado 150-themed art exhibit, Space Cowboy, at the CMU Gallery at 437 Colorado Avenue during the next First Friday.

Brandon reported that Downtown is partnering again this year with Afton and Abby to promote the market using custom-designed tote bags. The bags are filled with products purchased from various market vendors. The filled bags are dropped off at a downtown business for a "first come, first serve" giveaway and promoted on social media. He also highlighted the increased collaboration among downtown businesses to create additional activity including the 600 Block Party featuring a DJ and additional vendors, a community treasure hunt organized by Triple Play Records with prizes donated by downtown businesses, and Small Mall on Main vendors set up in front of their store.

The Art Festival will coincide with the Porchella Event, and this year's activities will include a beer festival on the 600 block called *Friends of the West,* organized with support from Ramblebine Brewing Company.

The Art on the Corner program is adding a new collaboration with CMU that will allow artists to exhibit pieces. Pavia Justinian will be the curator this year and will oversee both exhibits, with CMU initially displaying 5 pieces this year and potentially expanding to 10-12 pieces in the future as they build their program.

Additional updates included the ribbon-cutting for the Artery opening, a Chamber Young Professionals lunch at Cruise Control attended by approximately 25 participants, with attendee feedback emphasizing the importance of businesses staying open later and offering Sunday hours. The 400-block play area has been completed, which has received positive community feedback, and ongoing efforts to activate vacant retail spaces and support the Business Incubator's potential relocation.

VISIT GRAND JUNCTION

Visit Grand Junction Director Elizabeth Fogarty provided an overview of current marking initiatives, including a new tourism microsite, monthly e-newsletters, worldwide marketing campaigns and continued success of the Outdoor Adventure Pass app, which is seeing increased trail check-ins. She also shared updated tourism and lodging data, noting strong industry performance despite an estimated shortage of 2,000 hotel rooms.

Elizabeth highlighted recent communications efforts, including a wildfire and travel-update landing page, and shared that the City of Grand Junction will be participating in the America 250 Colorado 150 celebration at the Market on Main.

She also reported that *The Today Show* featured Grand Junction as an alternative travel destination during its June 22, 2026, live segment.

PUBLIC COMMENTS

None

ADJOURN

There being no further business, Steve made a motion to adjourn. Afton seconded the motion. The meeting adjourned at 8:21 a.m.