

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, SEPTEMBER 10, 2020
750 MAIN CONFERENCE ROOM
7:30 A.M.

PRESENT: Doug Simons Jr. (Chair), Cole Hanson, Libby Olson, Duncan Rowley, Anna Stout (via phone), Vance Wagner

ABSENT: Josh Niernberg (Vice-Chair), Dan Meyer, Maria Rainsdon

STAFF: Brandon Stam, Dave Goe, Vonda Bauer, Rykel Menor

CITY STAFF: John Shaver (City Attorney), Greg Caton (City Manager)

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

APPROVAL OF MINUTES:

Meeting of July 9, 2020

Libby made a motion to approve the minutes of the July 9th, 2020 Business Improvement District meeting. Anna seconded the motion. The motion was approved.

UPDATES

Fall Event Update

Rykel gave an update on the Downtown fall events.

- Market on Main – Due to COVID-19 restrictions the Market on Main was originally located at the Two Rivers Convention Center. In August, the market moved from the Two Rivers Convention Center parking lot to Main between 4th and 5th Streets. Since the move there has been an increase in customers and the vendors indicated they were happier with the change. The Shop Local Booth for Downtown businesses has been attending the market and providing coupons, stickers, etc. to help promote downtown.
- Downtown Car Show - The Downtown car show will take place on Saturday, September 12th, from 9 am to 3:00 pm, and will be held in the Two Rivers Convention Center parking lot. Due to COVID-19 outdoor event guidelines, the event will be held at 50% capacity and 80 cars will be allowed to participate this year. Spectators will be required to pre-register to assist with contact tracing. Tickets are free of charge. To abide by guidelines there will be limited entrances, hand washing stations, and extra porta potties. The title sponsor for this year's event is Mobility Driven, the supporting sponsors are US Bank and Color Auto Car Wash, and the entertainment sponsor is Atlasta Solar.
- Downtown Art Festival – The Downtown Art Festival will be held on October 2nd through October 4th. There will be an artist expo in the parking lot at 4th and Colorado. An application will be required to participate; however, there will be no charge. Spectators will be required to pre-register to assist with contact tracing. The Downtown Grand Junction Film Festival will be virtual this year. Many applications have been submitted. The Art on the Corner Temporary Exhibit has been canceled; however, last year's artists have agreed to extend their contracts for an additional year for a reduced honorarium of \$250.00.

- A Downtowner is scheduled to be held at Ramblebine Brewing Company on October 24th assuming that there are not new restrictions or spikes with COVID. More details will be available soon.

Holiday Events

- Spooktacular - Due to COVID-19 restrictions Spooktacular has been canceled. A social media costume contest is being coordinated as an option. The contest will be held October 24th – November 1st. Prizes will be awarded to contestants.
- Tree Lighting & Parade of Lights – An option being considered includes a 12 days of Christmas celebration from Dec 1st through December 12th from 3:00 pm to 7:00 pm. The festivities would include closing off the 400 block of Main Street to allow five or six floats to be parked downtown each night for the community to view. Santa will be attending the event, entertainment groups will perform, and there will be a business window decorating contest. Enstrom Candies and Bank of Colorado are the sponsors for the Parade of Lights.
- Other events scheduled include First Friday on December 4th, the Spirit of Christmas Walk and the Enstrom’s Chocolate Walk on December 11th.

Downtown Website and Marketing

Downtown Grand Junction staff and Libby Olson (Growl Agency) have created a new Creative District website called GJ Creates that will be dedicated to promoting art. The website includes programs such as Art on the Corner, Downtown Art Festival, and information regarding First Fridays.

In addition, the current Downtown Grand Junction website will be completely rebuilt to improve security, update the look, improve the business listings, provide ways to make it easier for businesses to manage their listings, and provide a more modern way to maintain the Downtown guidebook. The improvements will be a benefit to the public as well as Downtown businesses.

OTHER BUSINESS

Brandon has had discussions with Maria Rainsdon to bring back a dinner and movie on Tuesday nights at the Avalon Theatre. Due to the pandemic the event was previously canceled; however, 175 people would be allowed to attend with the new restrictions from the Center for Disease Control (CDC). The Avalon Theatre is seeking a sponsor to provide financial support.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business; Duncan made a motion to adjourn. Libby seconded the motion. The meeting adjourned at 8:13 a.m.