

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, DECEMBER 13, 2018
701 Colorado Avenue
7:30 A.M.

PRESENT: Duncan Rowley (Chair), Doug Simons Jr. (Vice-Chair), Jason Farrington, Tom LaCroix, Dan Meyer, Josh Niernberg, Phyllis Norris, Maria Rainsdon

ABSENT: Vance Wagner

STAFF: Vonda Bauer, Caitlyn Love, Rykel Menor, Brandon Stam

CITY STAFF: John Shaver (City Attorney)

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

APPROVAL OF MINUTES:

Meeting of November 8, 2018

Maria made a motion to approve the minutes of the November 8th, 2018 meeting. Jason seconded the motion. The motion was approved.

UPDATES:

Downtown Bus

Brandon explained that there was mixed feedback with the Downtown bus design, therefore, the committee will be reviewing other design concepts. The kickoff for the implementation of the Downtown bus has been changed from January to March during Restaurant Week. The new design will be brought back to the Board for input.

Downtown Website

Downtown staff have been working with Growl Agency on an improved Downtown website that will be launched towards the beginning of the year. The website will be more user friendly and will provide additional information for tourists and businesses including a "Doing Business" tab. An Instagram page will be added to the website's home page. A digital version of the Downtown guidebook will also be available on the website.

WIFI Update

Brandon met with Colter from 32 Waves to discuss the usage of the downtown Wifi. When logging into the Wifi network there was a ten-second delay and the user was prompted to put in their email address and zip code. There was a decrease in utilization due to the delay. The issue has been corrected and email addresses are now optional, however, the zip code is still a requirement. A weekly newsletter providing information about events will be sent to those who provided their emails.

Holiday Downtowner

The annual Holiday Downtowner is tonight at 5:30 p.m. The event will be at the Feisty Pint located at 359 Colorado Avenue. There will be information about the Downtown website updates and the Plan of Development.

Social Media Class

The social media classes were well attended. Additional classes will be provided in the spring.

Event Recap

Rykel provided information for the following events:

- Downtown Tree Lighting – A food truck was added this year. In 2019, the event will be expanded to include a Holiday Market.
- Parade of Lights – There were 105 parade entries. The parade lasted 2 hours. New restrictions were added this year that limited the amount of motorized vehicles allowed per organization. The Leadership Committee chose “A Comic Book Christmas” for next year’s theme.

OTHER BUSINESS

Avalanche Power Wash cleaned the five areas that were previously identified as problem areas. A deep cleaning will be completed in the spring for other areas of Main Street.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, the meeting adjourned at 7:51 a.m.