

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES
THURSDAY, JULY 8, 2021
750 MAIN GROWL CONFERENCE ROOM & VIRTUAL OPTION
7:30 A.M.

BID Board Members present: Doug Simons Jr. (Chair), Dan Meyer, Maria Rainsdon, City Council Representative Randall Reitz, Vance Wagner

BID Board Members absent: Josh Niernberg (Vice-Chair), Cole Hanson, Libby Olson

Downtown Grand Junction staff present: Brandon Stam, Dave Goe, Vonda Bauer

City of Grand Junction Staff present: City Attorney John Shaver

Guests: Renaya Demarest (GROWL Agency Account Director)

CALL TO ORDER: Doug called the meeting to order at 7:34 a.m.

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of June 10, 2021

Dan made a motion to approve the minutes of the June 10, 2021, Business Improvement District meeting. Vance seconded the motion. The motion was approved.

REGULAR AGENDA

DOWNTOWN WEBSITE UPDATE

Renaya, (GROWL Agency Account Director) gave a presentation of the Downtown website audit and redesign. She explained that Downtown's key stakeholders, local business leaders, non-profits, and Downtown staff provided input regarding website improvements.

Topics presented were:

- Content audit of the website-where improvements need to be made
- Audit of the Visuals-audited the design elements, flow of site, SEO assessment, and site map
- User Experience for staff, businesses, and visitors
- Security
- Staff Efficiency
- Process, timeline, and expectations

The redesign project will take approximately four months to complete. The stages of the process will include content rework, wireframe and sample design, design, development, and training. The cost for the redesign is \$37,800 and payment will be made in four installments. In addition, there will be a recurring monthly maintenance fee for website backups, include some customization on the site, and security checks.

Maria made a motion to proceed with the process of redeveloping the website not to exceed \$37,800. Vance seconded the motion. The motion was approved unanimously.

UPDATES

Brandon gave an update of BID topics.

- The Market on Main has been going great. Several new vendors are participating this year; however, there are only two food truck vendors participating.
- Other Downtown events scheduled for this year are the Car Show, Art Festival, Spooktacular, Tree Lighting, and the Parade of Lights.
- The Ambassador kiosk should be ready next week. The new kiosk will allow the ambassadors to have a more visible presence downtown. Dave and Sarah ordered merchandise (water bottles, hats, post cards, etc.) that can be purchased at the kiosk.

OTHER BUSINESS

None

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Maria made a motion to adjourn. Randall seconded the motion. The meeting adjourned at 8:00 a.m.