

GRAND JUNCTION DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, MAY 13, 2021
750 MAIN CONFERENCE ROOM & VIRTUAL OPTION
7:30 A.M.

BID Board Members present: Doug Simons Jr. (Chair), Josh Niernberg (Vice-Chair), Dan Meyer, Libby Olson, Duncan Rowley, Anna Stout (via phone)

BID Board Members absent: Cole Hanson, Maria Rainsdon, Vance Wagner

Downtown Grand Junction staff present: Brandon Stam, Dave Goe, Vonda Bauer, Rykel Menor, Sarah Dishong

City of Grand Junction staff present: Elizabeth Fogarty (Visit Grand Junction Executive Director)

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

CONSENT AGENDA

APPROVAL OF MINUTES:

Meeting of March 11, 2021

Libby made a motion to approve the minutes of the March 11, 2021, Business Improvement District meeting. Dan seconded the motion. The motion was approved.

REGULAR AGENDA

VISIT GRAND JUNCTION PRESENTATION

Elizabeth Fogarty, Executive Director for Visit Grand Junction, gave a presentation explaining the different elements of the new destination branding strategy. Visit Grand Junction is the official Destination Marketing Organization (DMO) for the City of Grand Junction. Destination Think, an agency that works with tourism destinations, was hired by Visit Grand Junction to assist with the process. There were many community engagement sessions, workshops, and a survey provided to allow the community to share their input. The tag line "Where Life Leads" was selected and has been adopted by City Council. The next steps include sharing the new brand with the community.

OTHER BUSINESS

Rykel gave an event update. A meeting is scheduled with the Mesa County Health Department to determine best practices for the events.

- Market on Main will run from 5:30 pm to 8:30 pm every Thursday starting June 24 through September 9. The market will be located on Main Street between 3rd and 7th Streets. Vendor applications are available on the Downtown website. Fairway Mortgage signed an agreement for a multi-year commitment to be the title sponsor. Atlasta Solar and SCL Health are supporting sponsors.
- The tentative schedule for the Rhythm + Brews Concert series will be one Thursday in August and September. More information will be available soon.
- 4th of July parade will be held on Sunday at 10:00 am. Registration will be open soon.
- The Downtown Car Show is scheduled on Saturday September 18th from 9:00 am to 3:00 pm.

- The Downtown Art Festival is scheduled Friday, October 1st through Sunday, October 3rd.
- Spooktacular will be held on October 23rd.
- Tree Lighting will be held on November 20th.
- Downtown Parade of Lights will be held on December 4th.

The Downtowner meeting will be held tonight from 4:30-6:30 pm on the rooftop at 750 Main.

Community Engagement Manager Dave Goe stated that Downtown Grand Junction did a giveaway post on Downtown's Instagram channel to encourage followers. Since the give-away there have been 10k followers. Once there are 10k followers, many marketing opportunities will be available for social media.

Ambassador Coordinator Sarah Dishong stated that two new Ambassadors were hired. The Ambassador program will start in June and will run at a reduced capacity, with four Ambassadors instead of six. In addition, the new kiosk has been ordered and will be completed soon.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Libby made a motion to adjourn. Duncan seconded the motion. The meeting adjourned at 8:04 a.m.