

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
(RESCHEDULED)  
THURSDAY, APRIL 25, 2019  
131 N 6<sup>TH</sup> STREET  
7:30 A.M.

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

**ABSENT:** Tom LaCroix

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

**CITY STAFF:** John Shaver (City Attorney)

**GUESTS:** Stephen Doyle (Vice President of the Avalon Theatre Foundation), Bryan Wade (Development Director of the Avalon Theatre Foundation)

**CALL TO ORDER:** Duncan called the meeting to order at 7:30 a.m.

**APPROVAL OF MINUTES:**

Meeting of March 28, 2019

***Vance made a motion to approve the minutes of the March 28<sup>th</sup>, 2019 meeting. Josh seconded the motion. The motion was approved unanimously.***

**UPDATES**

**Event Update**

Rykel provided an update for the following events:

- Downtown Music Festival will be held on May 17th -May 19th. Nineteen vendors have been approved. Epic Rides will be accepting 20 to 30 additional vendors for the Off-Road event. A third beer pouring station will be added for this year's event.
- Farmers Market has been renamed to Market on Main. Approximately 50 applications have been received. Non-profit opportunities have been filled. Vendor prices were increased slightly this year as well as an increased dollar value for sponsorship opportunities.
- Rhythm and Brews Summer Concert Series is a new event that has been added to the Market on Main. The title sponsor for the event is Rockslide Brew Pub and ANB Bank will be the supporting sponsor. The event will begin immediately after the market finishes at 8:30 pm on June 20, July 25, Aug 22, and Sept 5. There will also be an open beer garden from 3<sup>rd</sup> to 7<sup>th</sup> Streets on Main. The music lineup will be announced soon.

**Website Update**

Caitlyn gave a brief overview of the changes that have been made to the Downtown website. The homepage is more visual with photos and the toolbar has been revised. Information has been added that includes downtown projects, resources, and a volunteer portal for events.

**Downtowner**

The quarterly Downtowner meeting was held at Carlson Vineyards on April 18<sup>th</sup>. There were approximately 50 attendees. The next Downtowner meeting will be held at The Palette, on Thursday, August 22<sup>nd</sup>.

**AVALON FOUNDATION PRESENTATION**

Steve Doyle, Vice President of the Avalon Theatre Foundation, gave a presentation of what the Foundation has done, what they are doing now, and how projects are being funded. The Avalon Theatre Foundation was established in 1991 and their mission is to preserve, promote and enhance the Avalon Theatre for community benefit. The Avalon Theatre is owned by the City of Grand Junction and operated by Pinnacle Venue Services. The City of Grand Junction contributes \$200k annually for the operation of the Avalon Theatre.

The Avalon Theatre Foundation has been reaching out to sources of private and public funding and are encouraging individuals to support the engraved Rooftop Paver Program. When funding becomes available, some of the 2019 proposed projects include:

- outdoor marquee
- portable spotlights
- shading for the rooftop terrace
- internal communications system for theatre operations

Steve invited the Board to attend a cocktail reception followed by a more detailed presentation which will be held on May 22, 2019, in the Main Auditorium at the Avalon Theatre.

Steve thanked the DDA for their support over the years.

**OTHER BUSINESS**

None

**PUBLIC COMMENTS**

None

**ADJOURN:**

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