

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, JANUARY 10, 2019
131 N 6TH STREET
7:30 A.M.

PRESENT: Duncan Rowley (Chair), Jason Farrington, Tom LaCroix, Dan Meyer, Josh Niernberg, Phyllis Norris, Maria Rainsdon (arrived at 7:46 a.m.), Vance Wagner

ABSENT: Doug Simons Jr.

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

CITY STAFF: John Shaver (City Attorney) was absent.

CALL TO ORDER: Duncan called the meeting to order at 7:31 a.m.

APPROVAL OF MINUTES:

Meeting of December 13, 2018

Phyllis made a motion to approve the minutes of the December 13th, 2018 meeting. Tom seconded the motion. The motion was approved unanimously.

RESOLUTION 2019-01 BID MEETING SCHEDULE

Tom made a motion to approve Resolution 2019-01 designating the location for the posting of the notice of meetings, establishing the 2019 Business Improvement District meeting schedule, and establishing the procedure for calling of special meetings. Jason seconded the motion. The motion was approved unanimously.

UPDATES

Sponsorship Updates

The 2019 event sponsorship opportunities are \$88,250. Secured sponsorships currently for this year are \$77,500. Last year total sponsorships secured were \$53,500. The Farmers' Market title sponsorship amount was increased from \$15,000 to \$20,000. The title sponsor for Farmers Market will be Rocky Mountain Health Plans. The media sponsor for Restaurant Week is Colorado Public Radio.

Downtown Gift Cards

Downtown gift card sales have continued to increase. The Downtown office and Colorado Baby are the locations that sell the downtown gift cards. Below is a summary of gift cards sold.

<u>Year</u>	<u>Gift Cards</u>	<u>Amount</u>
2016	1747	\$73,018
2017	1796	\$79,801
2018	2065	\$88,988

Restaurant Week

Restaurant Week will be from March 1 – March 10. Based on last year’s feedback, the committee agreed to increase the event from 7 days to 10 days and offer additional prizes to encourage participation. Restaurants will receive guidelines to promote a special menu. Alpine Bank is the title sponsor and Colorado Public Radio is the media sponsor.

Business Update

New businesses that opened Downtown in the past year were Balanced Rock Counseling, Candle Kitchen, Country Rose Boutique, Dog Dynasty, Feisty Pint, and Mesa Jewelers. Gear Junction, Raw Canvas, and Uncanny Valley moved to larger locations. Crystal Books will be closing their store within the next few months.

OTHER BUSINESS

The new bus service target roll out date is Restaurant Week assuming that coincides with GVT’s timing. It was decided that it made more sense to push out the timeline and introduce new bus design concepts as some of the partners had concerns about the Zig Zag concept. It was decided additional concepts would be brought forth to the group. It was noted that Downtown is the main investor in the group and that the focus of the project is connecting people to Downtown so that should be considered in the design.

The annual holiday Downtowner Event was held at Feisty Pint and was well attended. The tentative location for the spring Downtowner Event will be at the old R-5 School (7th & Grand Avenue). Dates for the events will be sent to the Board when determined.

Maria arrived at 7:46 a.m.

Brandon gave an update on the Creative District. The Creative District Committee will have 9-11 members. Some of the goals for the Creative District include having a strategic plan, develop mural programs, and focus on Downtown Wayfinding. A meeting will be scheduled in January.

Brandon stated that he has left a few voice messages to find out information regarding the City Market lease, however, he has not received any response. The City Market building will be closing on January 18th. Some Board members expressed their concerns about having an empty building downtown and stated that the property should be a priority for the DDA to either lease or purchase if that is a possibility.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Vance made a motion to adjourn; Dan seconded the motion. The meeting adjourned at 7:58 a.m.