

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, MARCH 28, 2019
(Rescheduled from March 14, 2019)
131 N 6TH STREET
7:30 A.M.

PRESENT: Duncan Rowley (Chair), Tom LaCroix, Dan Meyer, Josh Niernberg, Phyllis Norris, Maria Rainsdon, Vance Wagner

ABSENT: Doug Simons Jr., Jason Farrington

STAFF: Vonda Bauer, Rykel Menor, Brandon Stam

CITY STAFF: John Shaver (City Attorney)

GUESTS: Tom Paquette (Managing Partner of Pinnacle Venue Services)

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

APPROVAL OF MINUTES:

Meeting of February 14, 2019

Josh made a motion to approve the minutes of the February 14th, 2019 meeting. Vance seconded the motion. The motion was approved unanimously.

UPDATES

Downtown Music Festival

Rykel gave an update of the Grand Junction Off-Road and Downtown Music Festival event. The event will be held on Friday, May 17th – Sunday, May 19th. The headliner for Saturday, May 18th, is Rebirth Brass Band. Grand Junction Sunrise Horizon Rotary has agreed to manage the beer garden again at this year's event.

Bus Launch

The Dash bus launched on March 21, 2019. A launch party will be held on Friday, April 5th, starting at 5:45 p.m. The idea is to ride the bus the entire route which will start at Pantuso's on Horizon Drive, will proceed to Colorado Mesa University, and the final stop will be at the Dream Café on Main Street. An invitation was sent out to the Board members.

Creative District

Brandon gave an update of the Creative District. The new Grand Junction Downtown Creative District logo was created by David Goe and will be launched in April or May. Creative District Committee member, Ariel Brachfield, is a film maker and helped create a 1st Friday Art Walk video which was presented to the Board. Other videos will be produced throughout the year and will be available on the Downtown website as well as social media. An interactive map is being developed which will include the downtown art studios that participate in the 1st Fridays Art Walk. A digital map will be available on our Downtown website and printed versions will also be available.

Rykel has been working on an adopt-a-sculpture program which would allow businesses to adopt various Downtown art sculptures to support the ongoing cleaning, maintenance, and care of the art pieces. Creative District Committee member Sarah Meredith, in cooperation with Mesa County Valley School District 51, has been organizing Art on the Corner tours for children.

PINNACLE VENUE SERVICES ANNUAL REPORT

Maria Rainsdon, General Manager of Two Rivers Convention Center (TRCC), Avalon Theatre, and Las Colonias Park Amphitheater, presented the Pinnacle Venue Services Annual Report for the three venues. Some of the highlights included:

- Operations and sales activities have performed well since the management transition from the City of Grand Junction to Pinnacle Venue Services (PVS).
- Pinnacle Venue Services has a team of approximately seventy employees which includes seasonal staff and ten full-time staff.
- In 2018 there were approximately 700 events that were held among the three venues. Total tickets sold were 40,721.
- Annual conferences and conventions generate revenue of approximately \$528k in Grand Junction.
- There were 289 events held at the Avalon Theatre with 14 sell out shows. The Avalon Theatre received a new sound system from contributions from the City of Grand Junction as well as other generous donors.
- The Avalon Theatre Foundation in conjunction with the City of Grand Junction are working to fund a digital marquee at 7th and Main Streets.
- The renovation of Two Rivers Convention Center is projected to be completed by September 2019.

OTHER BUSINESS

Brandon and Caitlyn will be attending a DCI Conference in April, therefore, the April 11th Board meetings will be cancelled. The BID meeting will be rescheduled to April 25th, 2019.

PUBLIC COMMENTS

None

ADJOURN:

There being no further business, Duncan made a motion to adjourn; Tom seconded the motion. The meeting adjourned at 8:24 a.m.