

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT
BOARD MINUTES
THURSDAY, JUNE 8, 2017
750 MAIN STREET
7:30 A.M.

PRESENT: Kirk Granum (Chair), Duncan Rowley (Vice-Chair), Jason Farrington, Phyllis Norris, Vance Wagner

ABSENT: Shane Allerheiligen, Jodi Coleman-Niernberg, Tom LaCroix, Dan Meyer

STAFF: Vonda Bauer, Allison Blevins, Caitlyn Love

GUESTS: John Shaver (City Attorney) Greg Caton (City Manager) Bennett Boeschstein (Mayor Pro Tem)

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

APPROVAL OF MINUTES:

Meeting of May 11, 2017

There was no quorum therefore the minutes were tabled until the next meeting.

UPDATES:

Grand Junction Off-Road & Music Festival

The Horizon Rotary managed the beer garden this year. Beer sales totaled \$40,310 which was increased from \$5,000 last year. There was a large emphasis on local bands this year. The Infamous Stringdusters was the only out of town band. The original goal for vendor fees for the 600 block was \$2,500, however, the BID received \$6,050.

Farmers Market Update

The first Farmers Market is scheduled on Thursday, June 22nd. Seventeen Farmers have signed up for the event. New rules were implemented this year for non-profits organizations. The policy currently allows four non-profit organizations, per market, to attend up to three times per season. Next year, the policy might be revised to allow non-profit organizations to attend up to two times per season. All vendors are also required to sign an indemnification waiver to protect the City and Downtown if they do not have liability insurance.

Farmers Market Snap Program

Caitlyn explained the Supplemental Nutrition Assistance Program (SNAP), formerly known as a food stamp program, and Double Up Food Bucks which will be implemented for Farmers Market this year. The program helps low-income families by food. Customers can redeem their SNAP dollars at the Downtown booth and swipe their EBT cards in exchange for Farmers Market vouchers. Customers can then use the vouchers to purchase packaged food and produce. Double Up Food Bucks allows SNAP shoppers to purchase additional fruits and vegetables. When customers spend a \$1 on any SNAP eligible item they receive \$1 for fresh fruits and vegetables. Double Up matches up to \$20.

Sponsorship Update

Current sponsorship commitments are \$45,714 which includes a \$3,714 sponsorship from Horizon Sunrise Rotary for the Downtown Music Festival.

Fridays after Five

Fridays after Five is a merchant led promotion and many businesses have committed to staying open until 8:00 p.m. every Friday through August.

Ambassador Program

Downtown provided the branding for the ambassadors as well as t-shirts. Staff from VCB, PD, Parks, and BID met with the ambassadors for a training session on May 23rd. There has been positive feedback from the Downtown merchants.

Library WIFI

The Mesa County Library approached Downtown with the idea of offering free Wi-Fi to the public on Main Street.

City Attorney John Shaver explained that the statute is broadly written. The Library is a special district so in order for the Library to provide the service an override of HB152 would be needed. There will be a broadband discussion at the City Council Workshop on June 19th.

Downtown Institute

Allison and Brandon are working with Downtown Colorado Inc (DCI) to produce a mini-instructional conference for the Downtown business owners. More information will be available soon. Some topics include:

- How to pivot in the “Amazon world”
- How can businesses best structure their business
- Inventory cash flow management
- Digital marketing

OTHER BUSINESS:

Pinnacle Venue Services will be expanding their Tuesday Dinner and Movie Program in July to include shopping. For every \$10.00 spent Downtown on Tuesday, take the receipt to the Avalon and receive a free movie ticket for that night’s show.

The Avalon Foundation will be offering tours of their building every Thursday night during Farmers Market and entertainment will be provided on the rooftop.

Allison stated that the 4th of July Parade is currently sponsored by the Grand Junction Symphony, however, after this year they will probably not be producing the event. The Grand Junction Symphony requested a \$1,500 donation to help support the event from the City of Grand Junction. The City and the DDA/BID have agreed to split the cost. The Board discussed the importance of continuing to produce a 4th of July parade.

ADJOURN: Jason made a motion to adjourn; Phyllis seconded the motion. The meeting adjourned at 8:24 a.m.