

DOWNTOWN GRAND JUNCTION BUSINESS IMPROVEMENT DISTRICT  
BOARD MINUTES  
THURSDAY, APRIL 12, 2018  
750 MAIN STREET  
7:30 A.M.

**PRESENT:** Duncan Rowley (Chair), Jodi Coleman-Niernberg, (Vice-Chair), Jason Farrington, Tom LaCroix, Dan Meyer, Phyllis Norris, Vance Wagner

**ABSENT:** Aaron Young, Doug Simons Jr.

**STAFF:** Vonda Bauer, Caitlyn Love, Brandon Stam (via phone)

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

**GUESTS:** Tamra Allen (Community Development Director-City of Grand Junction), David Thornton (Principal Planner-City of Grand Junction), Elizabeth Fogarty (Visit Grand Junction Executive Director)

**CALL TO ORDER:** Duncan called the meeting to order at 7:59 a.m.

**APPROVAL OF MINUTES:**

Meeting of March 8, 2018

***Jason made a motion to approve the March 8, 2018 minutes. There being no corrections, the minutes were approved as distributed. Jodi abstained.***

Special Meeting of March 26, 2018

**Jason made a motion to approve the minutes from the March 26, 2018 Special Meeting. Jodi seconded the motion. The motion was approved.**

**2018 CIRCULATION PLAN PRESENTATION BY GJ COMMUNITY DEVELOPMENT DEPARTMENT**

Dave Thornton gave a PowerPoint presentation regarding the 2018 Grand Junction Draft Circulation Plan. The Plan is a City/County joint planning project that will hopefully get adopted by the City of Grand Junction Planning Commission, City Council, and Mesa County Planning Commission. Public Hearings are scheduled for May 22, June 21, July 18, and August 14.

Topics presented included:

- 2010 Circulation Plan- a map that shows the network of streets in the Grand Junction/Mesa County urban area. Looking at where to make changes due to ongoing development.
- 2001 Urban Trails Master Plan is map that was revised in 2005 to include the Pear Park neighborhood.
- 2018 Draft Circulation Plan which included the following:
  - \*The Network Map
  - \*The Street Functional Classification Map (Street Plan)
  - \*The Active Transportation Map
  - \*Plan Document-Policies and Strategies for Implementation

## **PRESENTATION BY VISIT GRAND JUNCTION**

Elizabeth Fogarty, Visit Grand Junction Executive Director, gave a PowerPoint presentation regarding the marketing strategies for the Grand Junction area. Their department is working with other agency partners to help promote the area.

Topics presented included:

- Advocacy, Education, Value
- Destination Marketing
- Impact of the Destination Brand & Promotion
- Marketing Model

## **UPDATES**

### Restaurant Week

Restaurant Week was a huge success. There were many positive comments about the event. There were 58 passports turned in and Gordon Harbert was the winner of the fifteen \$50.00 gift cards. Visit Grand Junction and Alpine Bank sponsored the event. A survey will be sent out to all restaurants to provide feedback on how the event went for them.

### GJ Off-Road and Music Festival

The Headliner will be released on Friday. This year the 600 block will have vendors instead of a stage for music. The stage will be moved by the Avalon Theatre.

### New Sponsorships

Caitlyn stated that last year's sponsorships received were \$44,790. Year-to-date sponsorship commitments for 2018 are \$56,000 with a potential to receive \$62,500 in total sponsorships.

New sponsorships for 2018 include:

- Restaurant Week - \$5,000 from VisitGJ, additional Sponsor \$1,500 from Alpine Bank
- Farmers Market – additional Supporting Sponsor \$4,000
- 4<sup>th</sup> of July Parade – Title Sponsor \$2,500 and Supporting Sponsor \$1,000
- Spooktacular – additional Supporting Sponsor \$1,000
- Art Festival – additional Supporting Sponsor \$1,000

Duncan complimented Caitlyn on what a great job she is doing.

## **OTHER BUSINESS**

The Downtown Marketing and Communications Specialist position will be posted on Friday on the City's website and the Downtown website.

## **PUBLIC COMMENTS**

Leslie, owner of The Craft Studio & Yarn Shop, thanked Caitlyn for supporting the 600 block for Farmers Market. Caitlyn responded explaining that during Farmers Market a portion of the 600 block will have a food court and for the other portion Downtown will be partnering with the Mesa County Library to provide a Neighbor's Read Program.

**ADJOURN: Jodi made a motion to adjourn; Vance seconded the motion. The meeting adjourned at 9:15 a.m.**