

VISIT GRAND JUNCTION
BOARD OF DIRECTORS MEETING

September 10, 2019

Holiday Inn and Suites Grand Junction Airport
2751 Crossroads Blvd.
Grand Junction, CO

Presiding: Britt Mathwich

Visit Grand Junction Board Members Present: Paul Petersen, Julie Shafer, Tammy Anderson, Ken Mabery, Zeb Miracle

Grand Junction City Councilmember Present: Phyllis Norris

Board Members Absent: Kevin Reimer, Josh Niernberg, Mikhail Blosser

Staff Present: Elizabeth Fogarty, Kim Machado

The meeting was called to order at 3:01 pm.

Minutes from the August 13, 2019 meeting: Julie Shafer motioned to approve the minutes as written; Ken Mabery seconded. Motion passed.

Director Update

Elizabeth Fogarty provided updates on the following:

- Lodging tax collections increased for July's business by 8.9% over the same 2018 period. This reflects the original 3% lodging tax. Year-to-date collections through July are 7.1% above the same seven-month period last year. Elizabeth reminded the board that August may reflect a decrease due to Two Rivers Convention Center being closed. August 2018, Two Rivers hosted 18 conferences/meetings. Elizabeth shared that with the convention center being closed this month, it's a significant challenge to make that business up.
- City Manager, Greg Caton, and Elizabeth met with the Mayor and City Manager of Fruita, along with their advertising agency, to present a marketing partnership proposal similar to what was shared with the Town of Palisade. Responses to the proposal from both communities are pending.
- The Colorado Governor's Conference on Tourism (GovCon) will be held on September 29 through October 1, 2019 in Denver. Once again, Visit GJ is sponsoring community members who are interested in attending. Similar to last year, staff and sponsored community members will share with the board their insights and takeaways from the conference at an upcoming board meeting.
- Elizabeth met with Colorado Mesa University's Admissions Department and Marketing Department to share data and strategies which could be useful to CMU with regard to enrollment, communication, and marketing efforts. During this meeting, Mike Mansheim, Executive Director of Marketing & Communications, shared the new recruitment videos with Elizabeth and stated that the strategy she shared during video development was very helpful and assisted in the final product.
- Visit GJ is assisting the city with creating a new logo for the renamed Grand Junction Convention Center (previously known as Two Rivers Convention Center), which supports our ongoing strategy of assisting city departments with projects that represent or have an impact on the community brand.
- Visit GJ is also assisting the city with a request for proposal (RFP) to solicit the services of a short-term rental (STR) software company to monitor lodging tax submission compliance of short-term rentals within the Grand Junction city limits.
- An RFP for branding will be released soon, and responses will be due within two weeks of issue.

- Elizabeth attended the Mountains & Mesas regional meeting in Ridgway, CO. This region was defined by the Colorado Tourism Office through the statewide regional branding initiative in partnership with DestinationThink! The regional group is creating new initiatives to drive tourism to Grand Junction and the southwest corridor.
- Elizabeth shared information and a video about a new tool called Knowland, which is a global web-based platform for hotels and venues that provides access to groups and conference leads. The tool will assist in attracting new business to these establishments.

Other Business

Elizabeth reviewed the terms of all board members. Kevin Reimer will be completing his 2nd term this year and will be term-limited. The 1st terms of Tammy Anderson and Britt Mathwich will end on December 31, 2019. Three board seats will become available with the ending of these terms. Ideally, the board would like to attract members representing a hotel or attraction in order to support a diversified industry balance on the board. Elizabeth encouraged the board to reach out to board member prospects and encourage them to apply.

There being no further business, Ken Mabery motioned to adjourn the meeting; Julie Shafer seconded. Motion passed.

The meeting adjourned at 4:32 pm.