

VISIT GRAND JUNCTION
BOARD OF DIRECTORS MEETING

February 12, 2019

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

Presiding: Britt Mathwich, Chair

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

Board Members Absent: Josh Niernberg, Kevin Reimer

Staff Present: Elizabeth Fogarty, Kim Machado

The meeting was called to order at 3:14 pm.

Minutes from the January 22, 2018 meeting: Julie Shafer motioned to approve the minutes as written; Paul Petersen seconded. Motion approved.

Elizabeth Hallgren announced that she is moving out of state and will no longer be able to serve on the Visit Grand Junction board of directors effective in March 2019. Elizabeth Fogarty thanked Elizabeth H. for her time and dedication to the board and gave her a gift on behalf of Visit Grand Junction. The City Clerk's office has been notified of the upcoming seat vacancy, and an alternate will be appointed by City Council soon.

2019 Board of Directors Retreat

Elizabeth reviewed the agenda from the 2018 retreat and the accomplishments achieved from those discussion items, some of which include the passing of the lodging tax ballot, implementation of data-driven marketing, partnerships with the community, and providing greater value to events versus awarding money.

After a discussion on potential agenda items for the upcoming retreat, the Board agreed on the following topics:

- Destination branding and community implementation
- Establishment of an area hospitality/tourism association
- Tourism trends and how Visit Grand Junction fits in
- Overview of Visit Grand Junction's new positions
- Expand the Tent program
- MOUs with Greater Grand Junction Sports Commission (GGJSC) and Grand Junction Regional Air Service Alliance (GJRASA)
- Community partnerships with stakeholders and local businesses

Paul Petersen asked how many businesses there are in the city. Staff will contact the City's sales tax department to find the answer. Staff will also send out an updated Doodle poll to determine the best day and time for this year's retreat.

BLM Campaign

As was mentioned during the January board meeting, Visit GJ has partnered with the Grand Junction Economic Partnership (GJEP) to add an additional element to GJEP's BLM efforts. VGJ created a campaign designed to inspire and influence Bureau of Land Management (BLM) leadership to relocate its headquarters to Grand Junction. Elizabeth shared the actual journal book that was designed as part of the campaign, filled with photos, three-dimensional objects, and other inspirational items and information highlighting the Grand Junction area. The goal of the journal was to create inspiration, share our lifestyle, and encourage them to want to move here. Each journal was personalized and inscribed with a BLM executive's name and delivered directly to their desk in D.C. Board members expressed positive comments on the quality and creativeness of the journal and some asked for the cost in case they chose to order some for gifting for their own clients.

Colorado State Vacation Guide Insert

Elizabeth distributed to the board members the new Colorado State Vacation Guide insert that exclusively features Grand Junction, Fruita, and Palisade. The insert will be included on top of the state vacation guide global mailings so readers will see it first. The insert highlights what makes our area unique in all seasons and it also includes a list of 2019 signature events.

Director Update

Elizabeth reported on the following:

- The MOUs with the GGJSC and GJRASA are in progress and City Administration is awaiting a response back from those respective organizations.
- The City of Grand Junction is partnering with Grand Valley Transit, the airport, downtown Grand Junction, Horizon Drive Business Improvement District, and Colorado Mesa University (CMU) to provide a free bus route three days per week that will run between the airport and downtown with stops along the way that includes hotels on Horizon and CMU. Representatives from these organizations, including Visit GJ, have been working on the design for bus wrap. VGJ, at the request of the DDA, provided several bus wrap design options, but the DDA chose to use their own design.
- Visit GJ is assisting the city's Community Development department with a wrap design for their Neighborhood Block Party trailer as part of their Neighborhood Program. The intent of the program is to build a sense of community within the neighborhoods. The trailer is stocked with games, road closure signs, etc., to assist organizers with their neighborhood block party.
- The 2019 Grand Junction Adventure Guide is in production and will feature new content in a high-end magazine format.

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

The meeting adjourned at 4:40 pm.