

VISIT GRAND JUNCTION
BOARD OF DIRECTORS MEETING

March 12, 2019

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

Presiding: Paul Peterson, Vice-Chair

Visit Grand Junction Board Members Present: Julie Shafer, Tammy Anderson, Zeb Miracle, Ken Mabery, Josh Niernberg. Britt Mathwich arrived at 4:00 PM.

Board Members Absent: Kevin Reimer

Staff Present: Elizabeth Fogarty, Kim Machado

The meeting was called to order at 3:06 pm.

Minutes from the February 12, 2019 meeting: Ken Mabery motioned to approve the minutes as written; Julie Shafer seconded. Motion passed.

Grand Junction Chamber of Commerce Update

Diane Schwenke, President and CEO of the Grand Junction Chamber of Commerce, shared information on the latest Chamber programs including, CareerWise Colorado, Young Entrepreneurs Academy, and business retention and expansion. She also mentioned the efforts to bring a foreign trade zone to the Grand Junction Regional Airport. The Chamber recently applied to the Customs and Border Protection agency to create the zone which will benefit businesses who pay tariffs on imported materials used to manufacture products they export.

Colorado National Monument Update

Ken Mabery, Superintendent of the Colorado National Monument, reported that they recently hired a geology intern through Colorado Mesa University's (CMU) internship program. A new film produced by CMU students will be ready by October 2019. Two safety-related projects on the Liberty Cap and Corkscrew Trails will undergo repairs. The amphitheater will undergo a remodel this year and will include a stage extension, rewiring for projectors, and new paint. The benches will be refinished and will accommodate 300 people along with room for handicap seating.

Visit Grand Junction Business

The annual board of directors retreat will be held on April 10, 2019, from 1:00 – 5:00 PM, at the Holiday Inn and Suites – Grand Junction Airport. Due to the retreat, the Board agreed to cancel the April 9, 2019, regular board meeting. Staff will forward a notice of the meeting cancellation to the City Clerk's office. The Board agreed on the following topics for the retreat: destination branding, consideration of a travel and tourism group, tourism trends, data platform update, Expand the Tent program, and updates on the MOUs with the Greater Grand Junction Sports Commission and Grand Junction Regional Air Service Alliance. Elizabeth, Britt, Julie, and Josh will meet before the retreat to discuss the framework of a travel and tourism group in preparation for the retreat discussion.

The City of Grand Junction Board and Commissions Recognition Event will be held on March 25, 2019, from 5:00 – 7:00 PM at Two Rivers Convention Center. Several of the board members have RSVP'd for the event. Former board member, Brad Taylor, will be recognized for serving two terms on the Visit Grand Junction Advisory Board.

Elizabeth provided an update on the following:

- The Business Development and Group Sales has been posted, and interviews will take place within the next few weeks. The Marketing and Communications Manager will be posted soon.
- Elizabeth, along with representatives from area hotels and the Colorado Tourism Office, attended the Go West tradeshow in Boise, ID. The Summit connects the world's top international tour operators to specialty suppliers offering tourism-related products and services. Elizabeth met with over 40 operators.
- The Colorado Tourism Leadership Journey program participants will be in Grand Junction in April. Visit GJ staff developed the itinerary which includes a tour of the Colorado National Monument, panel sessions with various community leaders, and other interactive tours.

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

The meeting adjourned at 4:39 pm.