

Visit Grand Junction
Advisory Board of Directors Meeting
December 10, 2019

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

Presiding: Britt Mathwich

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

Grand Junction City Councilmember Present: Phyllis Norris

Visit Grand Junction Board Members Absent: Zeb Miracle, Mikhail Blosser, Josh Niernberg

Guest Presenters: Brandon Stam, Downtown Development Authority/Business Improvement District

Staff Present: City Manager Greg Caton, Elizabeth Fogarty, Kim Machado

The meeting was called to order at 3:03 PM.

Minutes from the October 8, 2019 meeting and November 12, 2019 meeting: Tammy Anderson motioned to approve the minutes as written; Ken Mabery seconded. Motion passed.

Director Updates

Elizabeth Fogarty provided the following updates:

- Lodging tax collections increased for October's business by 7.4% over the same 2018 period. This reflects the original 3% lodging tax. Year-to-date collections through October are 5.4% above the same year-to-date period last year.
- Nathaniel White was selected as the Marketing and Data Strategy Manager. His first day was November 25.
- Elizabeth attended the quarterly Grand Circle Association (GCA) meeting in Moab, UT on Dec 2. The GCA includes destinations within certain areas of Colorado, Utah, Arizona, New Mexico, and Nevada. It also includes the largest concentration of national parks and monuments. A Grand Circle visitor guide was distributed to each board member. Visit GJ will continue to participate in GCA's marketing and advertising strategies. After the GCA meeting, Elizabeth met with Elaine Gizler, Director for Moab Travel Council and Natalie Randall, Director of Economic Development & Visitor Services for San Juan County to discuss partnership opportunities.
- Place Branding
 - Through a formal RFP process, DestinationThink! was selected to facilitate destination brand positioning and creative rollout for Grand Junction. DestinationThink! (DT!) is one of the premier branding agencies in the world, and worked with the Colorado Tourism Office to brand Colorado's eight new travel regions. Due to the Colorado regional branding, DT! is uniquely positioned to assist Grand Junction.
 - Two projects will be activated over the holidays to introduce the branding process to the community. "Tickets of Good Cheer" will be issued to randomly select cars with expired parking meters over the holiday season. Instead of paying the typical citation fee, the "fee" from the ticket is a request for residents and visitors to consider emailing Visit GJ about what makes Grand Junction unique or special. Also, ornament stations were set up last week at City Hall and the Visitor Center where residents and guests can decorate a wooden ornament and hang it on the trees to share what differentiating characteristics Grand Junction has compared to other destinations.
 - The formal place branding process will begin in early 2020 with data collection followed by meetings with stakeholders, City Directors and Councilmembers, and several community engagement sessions.

- Through a formal RFP process, Visit GJ selected Longwoods International, a leading firm in tourism marketing research, to design and implement a Visitor Profile Study to update our knowledge of past visitors and potential visitors interested in Grand Junction. Visit GJ is currently negotiating with Tourism Economics, a subsidiary of Oxford Economics, to complete an economic impact study to determine the impact of visitor spending on the local Grand Junction economy. The last economic impact study was completed in 2016.
- Visit GJ has met with some of the area hotels and venues to share the Knowland Program, which is the industry's largest database of actualized events. Hotels can use Knowland's actionable insights to help find and attract group business to Grand Junction, and in return, increase revenue and optimize profits. Elizabeth shared sample Knowland reports with the Board.

Community Updates – Downtown Development Authority

Brandon Stam, Downtown Development Authority (DDA) Executive Director, presented updates including the Downtown Plan of Development (POD). It replaces the previous POD from 1981 and will serve as a guideline for development within downtown for the next 10 – 15 years. The process began earlier this year through conducting community meetings with local stakeholders, citizens, property and business owners in the downtown area. Three priorities were identified from the meetings: connectivity, placemaking, and infill development opportunities. Potential projects to meet those priorities include converting Fourth and Fifth streets from one-way to two-way streets, creating a flex space for events on Colorado Avenue between Fourth and Fifth streets, adding more community gathering spaces, enhancement of breezeways and alleyways, and improving bike and pedestrian paths.

2019 and 2020 Board Officers Update It was discussed that two current board members, Britt Mathwich and Tammy Anderson, have reapplied for a second term of their open seat, and reappointment of those seats will not occur until January 15. Based on section 4A of the bylaws, which states that board members shall hold office until their successors have been appointed, the board made a motion to postpone the officer vote until the January regular meeting to avoid the potential of having two elections. After a brief discussion, Paul Peterson motioned to postpone the election of Visit Grand Junction board officers to the January 14 regular meeting. Ken Mabery seconded. Motion passed unanimously.

Board Member Recognition

Britt Mathwich recognized and thanked Kevin Reimer for serving two terms on the Visit Grand Junction Advisory Board.

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

The meeting adjourned at 4:18 PM.