

Visit Grand Junction  
Advisory Board of Directors Meeting  
January 14, 2020

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

**Presiding:** Paul Petersen

**Visit Grand Junction Board Members Present:** Ken Mabery, Julie Shafer, Tammy Anderson, Zeb Miracle, Mikhail Blosser

**Grand Junction City Councilmember Present:** Phyllis Norris

**Visit Grand Junction Board Members Absent:** Josh Niernberg, Britt Mathwich, Kevin Reimer

**Staff Present:** Elizabeth Fogarty, Kim Machado

The meeting was called to order at 3:04 PM.

Minutes from the December 10, 2019 meeting: Tammy Anderson motioned to approve the minutes as written; Ken Mabery seconded. Motion passed.

Official board meeting notice location for 2020: Ken Mabery motioned to approve the official location of the Visit Grand Junction board notice to be outside of the City Clerk's office at 250 N. 5<sup>th</sup> St.; Tammy Anderson seconded. Motion passed.

### **Director Updates**

Elizabeth Fogarty thanked Tammy Anderson and her staff for hosting Visit Grand Junction's board meetings for 2020. She then provided the following updates:

- The Marketing and Data Strategy Manager submitted notice to end their employment on December 18, 2019. The position title and duties have been further revised to include more of a focus on data analyzation. Recruitment for the revised position will be posted soon.
- Lodging tax collections for November's business was flat, 0% change. This reflects the original 3% lodging tax. Year-to-date lodging tax collections through November's business are 5.1% above the same year-to-date period last year, which is 1 percent ahead of budget for projected revenue.
- DestinationThink! will arrive the first week in March to begin their community engagement sessions for the destination branding project. They will facilitate many community engagement sessions with a separate mix of attendees as follows:
  - City Council workshop, March 2. High level overview of the branding process for the mayor and councilmembers.
  - City Directors meeting, March 4. High level overview of the branding process for city directors.
  - Two Place DNA™ workshops (dates TBD) for industry stakeholders, past council, historians, members of the arts, academia, and others who are knowledgeable of tourism, city history and development of the city.
  - Ten one-on-one interviews with selected community members.
  - Three community engagement sessions (dates TBD), which are compressed versions of the Place DNA™ workshops open to members of the community to share their perspectives. A print advertisement in the local newspaper, social media posts and eNewsletters will share the information and invitations for these public sessions.
  - A Facebook Live session (date TBD) will take place where community members can ask questions about the branding process and questions may be asked of them to generate an online conversation.
  - A survey will be sent to residents and previous visitors to get their perspective on Grand Junction's key differentiators. Once the process is completed, DestinationThink! will provide a formal report.

- The “Tickets of Good Cheer” project activated in December generated 411 tickets that were randomly distributed to expired parking meters. Feedback from the tickets was positive and Elizabeth shared some of the comments. She will send them to the Board.
- A total of 131 ornaments were created from the ornament stations set up at City Hall and the Visitor Center. The public wrote on each of the ornaments what makes Grand Junction special and unique.
- Supplies of the 2019 Official Grand Junction Visitor Guide are low. The next version of the guide “refresh” will include several new photos and an updated list of events. It is expected to be printed within the next one to two months.
- For the second year in a row, Grand Junction has secured exclusive rights to an insert that is separate from the 2020 Official Colorado State Vacation Guide, but is bubble wrapped with it when mailed out globally. The insert provides an opportunity to stand out from all the other Colorado destinations. Elizabeth distributed a copy to each board member. Only one insert is published per year with the Colorado State Vacation Guide.

Elizabeth distributed a copy of the revised Rip and Read map to each board member. Ken, Julie and Tammy commented how beneficial the map is for guests.

Elizabeth shared a list of community organizations who have presented at previous board meetings. She asked the board for advice on other organizations to consider inviting to present at future board meetings. The BLM’s Grand Junction Field Office will be invited to present at the February 11, 2020 meeting. Colorado Parks and Wildlife was suggested as a future presenter.

Elizabeth inquired if the Board would like an overview of Visit GJ’s activities and accomplishments for 2019. Several members agreed that a high-level review would be beneficial, particularly for the new board members. Elizabeth will provide this at the February 11, 2020 meeting.

### **Visit Grand Junction Bylaws**

Elizabeth mentioned that the bylaws for Visit Grand Junction are outdated and need revised. She added that most destination marketing organization (DMO) boards are comprised of a majority of representatives from the lodging industry, since the bulk of the lodging tax that funds the DMO is collected and remitted by them. The current Visit GJ bylaws does not specify a minimum number of lodging representatives and the current make-up of the board is quite low from a lodging representation perspective. She added that a committee consisting of board members could be established to review and make recommended revisions for the entire Board to discuss. Once the Board approves a draft of the bylaws, the City Manager and City Attorney will review them before it is submitted to City Council for consideration.

After a brief conversation, Julie Shafer motioned to form a bylaws committee for the purpose of reviewing the current bylaws and make suggested revisions to present to the Board, which included updating the composition of the board to require a minimum of three to four lodgers appointed to future Visit Grand Junction Advisory Boards, assuming lodgers apply. Ken Mabery seconded. Motion passed unanimously.

Julie Shafer, Paul Petersen, Ken Mabery, Zeb Miracle, and Tammy Anderson volunteered to be on the committee. Kim will send out a Doodle Poll to determine a mutually agreeable date and time to meet.

### **Election of 2020 Officers**

Paul Petersen expressed interest in serving as Chair and nominated Julie Shafer as Vice Chair. Tammy Anderson expressed interest in serving as Vice Chair. An election by written ballot was held. By a majority vote, Paul Petersen was elected to serve as Board Chair and Julie Shafer was elected to serve as Vice-Chair for 2020.

### **2020 Board Retreat**

Elizabeth briefly recapped past board retreats and provided options for this year’s retreat, including reviewing the tools and strategies Visit GJ is implementing for 2020. Zeb Miracle suggested that since destination branding is a significant project this year to schedule the retreat at the same time DestinationThink! presents the results of Grand Junction’s destination brand. Several members agreed. Elizabeth mentioned at each monthly meeting up until the retreat, she can provide updates to the Board on the tools being deployed along with results of the data.

**Other Comments**

Tammy Anderson provided a brief update on the Maverick Hotel. A VIP night will be held on April 13, and the hotel is scheduled to open the next day or two after that. She explained how students will be involved in the operations of the hotel.

Elizabeth reminded the Board about upcoming events for board members including the Grand Junction Chamber Annual Banquet, Tourism Industry Association of Colorado's legislative reception, Robert's Rules training for Chairs and Vice-Chairs, and the City's Board and Commissions recognition dinner.

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

The meeting adjourned at 4:35 PM.