

Visit Grand Junction
Advisory Board of Directors Meeting
November 10, 2020, 3 pm – 5 pm

The meeting was held virtually

Presiding: Paul Petersen

Visit Grand Junction Board Members Present: Joe Burtard, Ken Mabery, Tammy Anderson, Josh Niernberg, Mikhail Blosser, Kelsey Coleman, Julie Shafer

Visit Grand Junction Board Members Absent: Zeb Miracle

Grand Junction City Councilmembers Present: Councilmember Phillip Pe'a

City of Grand Junction Staff Present: Elizabeth Fogarty, Kim Machado

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

Minutes from the October 13 meeting: Tammy Anderson motioned to approve the minutes as written; Josh Niernberg seconded. Motion passed.

Bureau of Land Management

Mr. William Pendley, Deputy Director for Programs and Policy for the Bureau of Land Management (BLM), provided an update on the BLM headquarters move to Grand Junction, this season's wildfires, increased activity on BLM lands due to the pandemic, and the 20th anniversary of the McInnis Canyons National Conservation Area. Mr. Pendley expressed appreciation to the community for welcoming the BLM headquarters staff to Grand Junction and to Visit Grand Junction for supporting the BLM's land management efforts.

Visit Grand Junction Board Business

Applicant interviews for the two upcoming Visit Grand Junction advisory board seats were held on November 9, by an interview team consisting of three City Councilmembers.

Paul Petersen reported that Zebulon Miracle has resigned his board seat on October 29, 2020, due to scheduling conflicts with his United Way board meeting schedule. In his email to the City Clerk's office, Paul quoted Zeb in saying, "I take great pride in the work that Visit Grand Junction has accomplished and believe the staff has shown amazing dedication, creativity, and professionalism. No doubt Grand Junction is beginning to be recognized more and more by the outside as the jewel it is for tourism." Zeb also thanked the board members, City Council, and city administration for supporting this vital segment of our economy and way of life. The current term of Zeb's board seat ends on December 31, 2021. From the four applicants that were interviewed for the two open seats, one will be selected to complete the remaining term of Zeb's seat.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. From the 4.25% lodging tax collections that Visit Grand Junction receives, September 2020's business was down 27.4% compared to September 2019. Total collections received year-to-date through September's business decreased by 40.2% compared to the same time period last year. When considering the 6% lodging tax collections, September's business saw a decline of 27.4% over September 2019. Year-to-date collections for the total 6% lodging tax through September's business has decreased 40.2% compared to the same time period last year.

Other updates include:

- Due to Mesa County Public Health's recent shift to *Safer at Home Level Orange: High Risk*, the Grand Junction Visitor Center closed, including staff offices, effective November 10. The staff members are working from home until further notice.
- Elizabeth attended the McInnis Canyons National Conservation Area 20th anniversary celebration on October 24, 2020 at the Devil's Canyon Trialhead. This by-invitation-only celebration hosted several guest speakers, including BLM Deputy Director for Programs and Policies, William Pendley.
- Visit Grand Junction and Destination Think hosted two Destination Branding Creative workshops that included City Manager Greg Caton, Councilmember Anna Stout, Councilmember Phillip Pe'a, General Services Director Jay Valentine, along with sixteen other community members and stakeholders. The interactive session included insights and suggestions from the participants that will be factored in as part of Grand Junction's creative brand development, including design of the new logo. Final steps in the branding process include receiving the Brand Manifesto, the logo, the city vision statement, and the creative expression recommendations.

The board members also provided brief updates about their business and COVID19-related topics. Elizabeth asked the board for any agenda topics they would like considered for the December board meeting.

There being no further business, Julie Shafer motioned to adjourn, Tammy Anderson seconded. Motion passed. The meeting adjourned at 4:17 pm.