

Visit Grand Junction
Advisory Board of Directors Meeting
January 12, 2021, 3 pm – 5 pm

The meeting was held virtually

Presiding: Paul Petersen and Tammy Anderson (elected Chair for 2021 during this meeting)

Visit Grand Junction Board Members Present: Julie Shafer, Joe Burtard, Kelsey Coleman, Paula Skrzypczak, Angel Bautista

Visit Grand Junction Board Members Absent: Ken Mabery, Josh Niernberg

Grand Junction City Councilmembers Present: Councilmember Phillip Pe'a

City of Grand Junction Staff Present: Greg Caton, Jodi Welch, Ken Watkins, Jay Valentine, Trent Prall, Tamra Allen, Shelley Caskey, Greg LeBlanc, Elizabeth Fogarty, Johnny McFarland, Michael Bodman, Mason Barrows, Kim Machado

The meeting was called to order at 3:00 pm.

Minutes from the December 8, 2020 meeting: Tammy Anderson motioned to approve the minutes as written; Julie Shafer seconded. Motion passed.

Election of 2021 Officers: Paul Petersen reported that Tammy Anderson has expressed interest in serving as the Board Chair for 2021. Joe Burtard, Kelsey Coleman, and Angel Bautista has expressed interest in serving as the Board Vice Chair for 2021. An election by electronic voting within the virtual meeting platform was held for the board members. By a unanimous vote, Tammy Anderson was elected to serve as Board Chair and by a majority vote, Joe Burtard was elected to serve as Board Vice Chair for 2021. The anonymous results of the electronic voting for both Chair and Vice Chair were displayed for the board members to view.

Official meeting notice designation for 2021: Paul Petersen motioned to approve the website, VisitGrandJunction.com, with a link to the City Council calendar on GJCity.org, as the official meeting notice location for the Visit Grand Junction Advisory Board meetings in 2021. Angel Bautista seconded and the motion passed. The entrance door of the Grand Junction Visitor Center and the enclosed glass bulletin board outside of City Hall, will serve as the meeting notice location in the event the meeting notice cannot be posted on VisitGrandJunction.com.

Connect With Colorado Spirit Initiative

Danielle Aguilar, Senior Care Specialist from the Connect With Colorado Spirit Initiative, a partnership with FEMA and Mind Springs Health, provided an overview of their mental health programs, including free and immediate access to mental health services by crisis counselors to residents and businesses within Mesa County. This FEMA program is funded by a federal grant available through June 2021 to address the mental health needs of Colorado's residents during the pandemic. More information is located at mindspringshealth.org/Colorado-spirit-initiative.

Grand Junction Branding Presentation by Destination Think

Frank Cuyper and Steve Hanzic from Destination Think presented their Creative Brand Strategy recommendation to the Board. It included an overview of the comprehensive Place DNA™ process to uncover significant resident insights and opinions that make Grand Junction unique, along with what local organizations are telling the world about Grand Junction and what the world is saying about Grand Junction. Destination Think recommended the brand platform, "Where Life Leads" for Grand Junction, based on the extensive Place DNA™ research outcome. The proposed brand foundation and creative included a custom, one-of-a-kind typeface, inspired by the natural lifeforms of Grand Junction, visual identity badges, and messaging.

Feedback from the board members on the proposed Creative Brand Strategy was positive. Paul Petersen moved to accept Grand Junction's Brand, which was based on significant resident input, as presented by Destination Think. Angel Bautista seconded. The motion was approved unanimously. This will allow for continued destination branding work that Visit Grand

Junction creates based on ongoing resident input and involvement. Visit Grand Junction will share the Grand Junction Brand DNA and strategy with the community and implement activations throughout the community to reveal the brand.

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, November 2020's business was down 20.6% compared to November 2019. Total collections received year-to-date through November's business decreased by 35.5% compared to the same time period last year. When considering the 6% lodging tax collections, November's business also saw a decline of 20.6% over November 2019. Year-to-date collections for the total 6% lodging tax through November's business has decreased 35.5% compared to the same time period last year.

Other updates Fogarty shared include:

- The U.S. Travel Association's National Plan for Vacation Day is on January 26, 2021. The Colorado Tourism Office and the Colorado Hotel & Lodging Association are partnering to inspire travelers across the U.S. to reserve their upcoming Colorado vacations while taking advantage of special offers during a three-week promotion from January 26 through February 15, 2021. More than 110 Colorado lodging deals have already been submitted. The campaign will encourage out-of-state travelers to visit between Memorial Day and Labor Day. An in-state promotion will offer specials from Presidents' Day through Labor Day.
- The December Visit Grand Junction Stakeholder eNewsletter included a summary of the 2020 accomplishments made by the Visit GJ team. Elizabeth thanked the board members, City Manager Greg Caton, and the City Directors in attendance for their ongoing support of the department.

There being no further business, Julie Shafer motioned to adjourn, Angel Bautista seconded. Motion passed. The meeting adjourned at 4:58 pm.