

Visit Grand Junction
Advisory Board of Directors Meeting
April 13, 2021, 3 pm – 5 pm

The meeting was held virtually.

Presiding: Tammy Anderson

Visit Grand Junction Board Members Present: Paul Petersen, Julie Shafer, Josh Niernberg, Paula Skrzypczak, Joe Burtard, Kelsey Coleman

Visit Grand Junction Board Members Absent: Ken Mabery, Angel Bautista

City Councilmembers Present: Councilmember Phillip Pe'a

City of Grand Junction Staff Present: Greg Caton, City Manager, Elizabeth Fogarty, Director, Kim Machado, Administrative Specialist

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

Minutes from the March 9, 2021 meeting: Paul Petersen motioned to approve the minutes as written; Julie Shafer seconded. Motion passed.

Community Updates and Q&A – Grand Junction Regional Airport

Angela Padalecki, Executive Director of the Grand Junction Regional Airport, reviewed airport statistics and capital projects during 2019 and 2020. She also shared new air service, including Frontier's weekly service to Denver and a weekly service flight to Burbank offered by a new airline, Avelo. Angela also recapped the airport's plans and projects for 2021 and includes recruiting new air service, runway and ramp replacement, pavement maintenance, and terminal improvements.

Elizabeth Fogarty congratulated Angela and the airport for the recent achievements and thanked her for the partnership with Visit Grand Junction.

Future Board Meetings – Remote, Hybrid, or In-Person Only

The board members shared thoughts on the options available for attending future board meetings, whether remotely, hybrid, or in-person. Based on the feedback, most of the members agreed to the hybrid option, while some did not have a preference.

Board Member Roundtable

The board members provided updates about their business, staffing, successes, and challenges working through the pandemic.

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, February 2021's business was down 19.0% compared to February 2020. When considering the 6% lodging tax collections, February 2021's business was also down 19.0% compared to February 2020. Grand Junction's hotel occupancy for February was 18.8% higher than January 2020's occupancy.

Other updates Fogarty shared include:

- Pat Meyer, Chief of Staff of former Governor Hickenlooper, is the new director for the Colorado Office of Economic Development and International Trade. Cathy Ritter has concluded her service as director of the Colorado Tourism Office (CTO).
- The Event Task Force meetings have resumed, with the last meeting being held on March 26. A survey has been launched to the Event Task Force attendees to determine how Visit Grand Junction can better serve events, what

resources are needed, and agenda items for future meetings. The Visit GJ event calendar is filling up fast with area events, with most of the annual events returning this year.

- Visit GJ will be hosting two influencers this summer. Coverage will be through social posts, blogs, and itinerary content and will feature the Colorado National Monument, Downtown, water sports, hiking, biking, shopping, dining, and other activities.
- Visit GJ is working with a new public relations (PR) firm to promote Grand Junction. Recent PR stories include a Parade article about Dinosaur Journey and the Museums in the West and a Travel Pulse story pitching Grand Junction as a top family spring break destination. This story was also syndicated to MSN. Other PR leads are in the works, featuring Grand Junction as a destination in light of the Avelo Airlines route announcement. Elizabeth also was interviewed by local T.V. news regarding the destination brand.

There being no further business, Joe Burtard motioned to adjourn, Paul Petersen seconded. Motion passed. The meeting adjourned at 4:41 p.m.