

Visit Grand Junction
Advisory Board of Directors Meeting
May 11, 2021, 3 pm – 5 pm

The meeting was held virtually.

Presiding: Tammy Anderson

Visit Grand Junction Board Members Present: Paul Petersen, Julie Shafer, Paula Skrzypczak, Joe Burtard, Angel Bautista, Ken Mabery

Visit Grand Junction Board Members Absent: Josh Niernberg, Kelsey Coleman

City Councilmembers Present: Councilmember Phillip Pe'a

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

The meeting was called to order at 3:01 pm.

Minutes from the April 13, 2021, meeting: Ken Mabery motioned to approve the minutes as written; Councilmember Phil Pe'a seconded. Motion passed.

Community Updates and Q&A – National Junior College World Series

Jamie Hamilton, JUCO Tournament Chairman, shared information relating to the 2021 National Junior College World Series tournament. Ten teams will be represented at the tournament. Reserve seating has been expanded, and no capacity restrictions will be in place. Fireworks will take place on the night of Memorial Day. There will not be a banquet this year; therefore, the 2020 and 2021 Hall of Fame inductees will be recognized at the 2022 JUCO banquet.

Jamie thanked the Visit Grand Junction board and staff for their ongoing support of JUCO.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. From the 4.25 percent lodging tax collections that Visit Grand Junction receives, March 2021's business was up 58.3 percent compared to March 2020. When considering the 6% lodging tax collections, March 2021's business was up 58.4 percent compared to March 2020. Grand Junction's hotel occupancy for March was 35.5 percent higher than February 2020's occupancy and 12.6 percent higher than the U.S. occupancy rate of 54.6%.

Other updates Fogarty shared include:

- Visit GJ recently hosted an influencer who posted about her stay in Grand Junction on her website, social channels along with writing three blogs. Joe Burtard commented that he continues to get referrals from this same influencer based on a previous visit.
- Grand Junction was featured in several publications recently including, Texas Monthly, Travel Pulse, and TripSavvy, which also featured the Colorado National Monument and the Hotel Maverick.
- The Grand Junction City Council unanimously approved and adopted the Destination Brand at the April 21, 2021, regular City Council meeting. Elizabeth and the Destination Think team will meet with the three new city council members in June to share the brand presentation.
- City Council will consider Visit GJ's advertising technology contracts at the May 19, 2021, regular City Council meeting. Several Visit GJ advisory board members indicated that they would attend to support the request.
- Grand Junction's 2020 hotel metrics were compared with the 2020 hotel metrics of twelve regional destinations. While Grand Junction's ADR for 2020 was below most of the regional destinations within the comp set, Grand Junction's room demand was the fourth highest among the twelve destinations, with only Denver, Colorado Springs, and Salt Lake City being higher.

Board Business

Elizabeth reported that a Colorado Public Utilities Commission hearing has been set for Grand Valley Grapes and Grains' transportation permit application. Elizabeth has been asked to attend and share data supporting the need for additional transportation services in the area. Each of the board members in attendance expressed their support of Elizabeth to attend the hearing.

Grand Junction Adventures requested a letter of support from Visit Grand Junction as required for their Colorado Public Utilities Commission transportation permit application. Elizabeth drafted the letter of support. There were no objections to the letter.

The following motion was presented by Joe Burtard and seconded by Paul Petersen: "I approve sending the letter of support for Grand Junction Adventures to the Colorado Public Utilities Commission as written and presented today." The motion was approved unanimously.

The Grand Junction Chamber of Commerce Annual Banquet will be held on June 11, 2021. Visit Grand Junction will purchase tickets for any board member who would like to attend.

The June board meeting originally scheduled for June 8, 2021, from 3:00 – 5:00 p.m., has been rescheduled to June 15, 2021, from 3:00 – 5:00 p.m. The meeting will be held at the Hotel Maverick with the option to attend virtually.

There being no further business, Paul Petersen motioned to adjourn, Julie Shafer seconded. Motion passed. The meeting adjourned at 5:16 p.m.