

Visit Grand Junction  
Advisory Board of Directors Meeting  
September 14, 2021, 3 pm – 5 pm

The meeting was held at the Hotel Maverick, 840 Kennedy Ave., Grand Junction, CO.

**Presiding:** Tammy Anderson

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

**Absent:** Angel Bautista

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

The meeting was called to order at 3:05 p.m. by Board Chair, Tammy Anderson.

Minutes from the July 13, 2021, meeting: Paul Petersen motioned to approve the minutes as written; Josh Niernberg seconded. Motion passed. Official minutes were not recorded for the August 10, 2021, meeting, due to lack of a quorum. Meeting notes were taken this meeting and have been posted on VisitGrandJunction.com.

Visit Grand Junction Director, Elizabeth Fogarty, welcomed Mikhail Blosser back to the Visit GJ Advisory Board. Mikhail was selected as an alternate to the board during the November 5, 2020, interviews by select City Council members and was subsequently appointed by City Council on August 18, 2021, to replace Ken Mabery, who resigned from the board on July 16, 2021.

#### **Community Updates**

Ben Snyder, Executive Director of the Greater Grand Junction Sports Commission (GGJSC), provided updates on GGJSC's 2021 programs and activities. He mentioned that the partnership with Visit GJ has been helpful specifically with data utilization and branding integration ideas for the GGJSC. Ben also shared the GGJSC's plans for 2022. It includes a focus on sporting events such as pickleball, Nordic skiing and bike races at Powderhorn Ski Resort, shooting competitions at the Cameo Shooting Complex, and NCAA and NAIA championship events that can be held at the Grand Junction area's sports facilities. The Rim Rock Marathon will return in November 2021, and the Grand Junction Off-Road bike race will return in May 2022.

Elizabeth thanked Ben for the partnership with Visit Grand Junction and encouraged him to reach out if there was anything else Visit GJ could assist with.

#### **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, July 2021's business was up a factor of 80.3 percent compared to July 2020. For a more accurate comparison, July 2021's business was 17.0 percent higher compared to July 2019. When considering the 6% lodging tax collections, July 2021's business was also up 80.3 percent compared to July 2020 and 17.1 percent higher compared to July 2019. Grand Junction's hotel occupancy for July was 81.3 percent, 3.6 percent lower than June 2021's occupancy and 16.8 percent higher than the U.S. occupancy rate of 69.6 percent. The \$115.07 ADR for July 2021 was the highest ever ADR recorded for the month of July in Grand Junction's lodging history.

Elizabeth also shared updates on the following:

Outside TV, a sports-oriented cable and satellite television network, based on Outside Magazine, was hired by Visit Grand Junction to produce three episodes for a new series debuting on Outside TV channel. Outside TV is the only programming network dedicated to the active adventure lifestyle in the United States. First drafts of the episodes will be reviewed and edited by Visit GJ staff soon. The episodes include experiences at the Colorado National Monument, Grand Mesa, Lunch Loops, Downtown GJ, Powderhorn, and the Colorado River. The three episodes are expected to air in late October through beginning of November. Visit GJ is looking into sponsoring a premiere showing of the episodes at the Avalon Theatre. Visit GJ partnered with a production agency to film six commercials. Two commercials will air for each of the three episodes.

Diners, Drive-Ins and Dives contacted Visit GJ to film episodes in Grand Junction at Taco Party, Il Bistro, and The Feisty Pint. Visit GJ will market and promote the episodes once details are shared. Josh Niernberg shared his experience regarding the production filming that took place at Taco Party.

The show, *Breaking the Band*, met with Visit GJ to discuss filming a show of a touring band playing at the Avalon Theatre in late fall or winter 2021, then returning in the spring of 2022 to film and play at the Las Colonias Amphitheater. The show will feature the band enjoying recreational activities, that Visit GJ will recommend, in the Grand Junction area. Elizabeth is looking into the value of this show in relation to the time and investment it might require. Kelsey Coleman mentioned that the HBO show, *We're Here*, filmed an episode at CMU recently.

Elizabeth shared an overview of recent community meetings she attended including, arts and history meetings, branding discussions with various city departments, City of GJ community meetings, Grand Junction Air Alliance and the Air Service Subcommittee meetings.

Elizabeth reminded the board members that they are invited to attend the upcoming Colorado Governor's Tourism Conference with Visit GJ staff which will be held November 3 through 5, in Pueblo, CO. Visit GJ will cover the cost of registration and lodging for attending board members. Visit GJ also offers this scholarship to residents.

### **Expand the Tent Marketing Services Program**

Elizabeth proposed a new framework for the revised Expand the Tent marketing services program that will provide more value and equitability for all tourism-related businesses in the Grand Junction area. This is in addition to the marketing assistance Visit GJ is providing through Destination Travel Network (DTN). The revised program will provide marketing opportunities for local tourism businesses. This includes, but not limited to: brochure distribution in the Grand Junction Visitor Center, business listings in the Official Grand Junction Visitor Guide, and business listings on VisitGrandJunction.com. Elizabeth reviewed each of the three areas and asked the Board if these suggestions seemed reasonable. The board members agreed and offered no additional comments. Elizabeth will share with the board members an enhanced website listing option also available to tourism-related businesses at the October 12, 2021, board meeting.

There being no further business, Joe Burtard motioned to adjourn, Josh Niernberg seconded. Motion passed. The meeting adjourned at 5:03 p.m.