

Visit Grand Junction
Advisory Board of Directors Meeting
January 11, 2022, 3 pm – 5 pm

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

Presiding: Joe Burtard

Visit Grand Junction Board Members Present: Kelsey Coleman, Paul Petersen, Paula Skrzypczak, Elizabeth Fortushniak, Brenda Greene, Tammy Anderson, Mikhail Blosser (remotely), Pat Nichols-Perrin (remotely)

Grand Junction City Council Member Present: Councilmember Phil Pe'a

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

The meeting was called to order at 3:01 p.m. by Board Chair, Joe Burtard.

Minutes from the December 14, 2021, meeting: Paul Petersen motioned to approve the minutes as written; Paula Skrzypczak seconded. Motion passed.

Community Updates and Q&A

Catherine Ventling, Co-Chair of the One Riverfront Board of Directors, provided a history of the Colorado Riverfront Commission and One Riverfront organization, as well as the projects they have accomplished over the past 35 years. This includes riverfront cleanup and trail construction, boat ramps, Dos Rios bike park, Lunch Loops and Three Sisters connection, art murals, the annual Riverfront Concert Series, and the Save-a-Life Jacket program. Future projects include the Round Up for the Riverfront program to increase community awareness and diversify funding needs identified in their strategic plan.

Elizabeth Fogarty thanked Catherine for the partnership with Visit Grand Junction and asked if there is anything Visit GJ can assist with. Catherine responded that they need help to increase awareness of the riverfront. Elizabeth shared information about how Visit GJ's new web-based app can assist with that.

2021 Colorado Governor's Tourism Conference Recap and Attendee Comments

The following attendees provided their insights, learnings, and application from the sessions they attended: David Goe, Community Engagement Manager from Downtown Grand Junction; Jennifer Kickbush, Director of Sales from the Holiday Inn and Suites Grand Junction Airport; and Paula Skrzypczak, Visit Grand Junction Advisory Board member and Area Director of Sales from the Courtyard by Marriott and Residence Inn Grand Junction. Topics included destination management, sustainability, data, and marketing trends.

David, Jennifer, and Paula thanked Visit Grand Junction for sponsoring their attendance.

Board Business

The Visit GJ advisory board members introduced themselves and briefly provided their backgrounds. The existing board members shared what they enjoyed about serving on the Visit GJ Advisory Board and the three new board members shared why they were interested in serving on the board.

Official meeting notice designation for 2022: The following motion was presented by Paul Petersen and seconded by Tammy Anderson:

"I make a motion to designate VisitGrandJunction.com and GJCity.org as the official meeting notice locations of the Visit Grand Junction Advisory Board of Directors for 2022. In the event of a disruption in internet service, the Visitor Center entrance door at 740 Horizon Drive and the glassed-in exterior notice board at City Hall, 250 N. 5th St., are the designated posting locations."

The motion was approved unanimously.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. From the 4.25% lodging tax collections that Visit GJ received (short-term rental lodging tax revenue is collected quarterly), November 2021's business was a factor of 59.4% higher compared to November 2020 (adjusted for late and missing payments). For a more accurate comparison, November 2021's business was 27.0% higher than November 2019's business (pre-pandemic). Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for November 2021 was 55.6%, ADR was \$89.22, and RevPAR was \$49.63.

Other updates Elizabeth shared include:

- City Council adopted Visit Grand Junction's 2022 budget along with the entire 2022 budget for the City of Grand Junction. Of the total 2022 Visit GJ operating budget, 77 percent is allocated for marketing programs, 19 percent for labor, and 4 percent for operating expenses. When compared to other destination marketing organizations with a similar budget size, an average of 52 percent is allocated for marketing programs, 36 percent for labor, and 12 percent for operating expenses. Visit GJ remained disciplined in 2021 and cut costs while adjusting marketing strategies to allow for additional marketing spend in 2022.
- The Tourism Industry Association of Colorado's (TIAC) annual meeting, followed by the annual legislative reception, is scheduled for Tuesday, January 25, 2022, at the Sheraton Denver Downtown hotel. Visit GJ will cover the registration, hotel stay for one night, and carpool rental for any Visit GJ advisory board member who would like to attend.

There being no further business, Tammy Anderson motioned to adjourn; Paula Skrzypczak seconded. Motion passed.

The meeting adjourned at 5:07 p.m.