

Visit Grand Junction
Advisory Board of Directors Meeting
October 12, 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, Paula Skrzypczak

Absent: City Councilmember Phil Pe'a, Joe Burtard, Josh Niernberg, Kelsey Coleman, Mikhail Blosser, Angel Bautista

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

A quorum of Visit Grand Junction advisory board members was not achieved for this meeting. ****As a result, the following information are notes resulting from the meeting and are not to be considered official minutes.*** The meeting began at 3:01 p.m.

Due to the lack of a quorum, the minutes from the September 14, 2021, meeting, were not presented for approval, and will be considered for approval at the November 9, 2021, board meeting.

Community Updates

Greg Wolfgang, Grand Junction Field Manager for the Bureau of Land Management (BLM), provided updates on the BLM's activities including the Palisade Plunge, trail maintenance, upgrades at the north Fruita desert and Rabbit Valley areas, and rehabilitation work on areas impacted by the Pine Gulch fire. Camping reservations for the Ruby Horsethief Canyon and north Fruita desert areas will transition to the recreation.gov website. New projects include land acquisitions within the McInnis National Conservation Area and a homestead in Dominguez-Escalante NCA.

Greg inquired about how Visit GJ can partner with the BLM. After sharing examples of the partnership, Elizabeth suggested that the BLM employees who manage the front desk at the Grand Junction BLM Field Office come up with the top questions they receive from the public and then meet with her to discuss further, which will assist Visit GJ in creating experiential content for guests and residents. Greg agreed and will follow-up with Elizabeth.

Elizabeth asked Greg what Visit GJ could improve upon and thanked him for the partnership with Visit Grand Junction and encouraged him to reach out if there is anything else Visit GJ can assist with.

Visit Grand Junction Updates

Elizabeth provided an update on lodging tax collections. From the 4.25 percent lodging tax collections that Visit Grand Junction receives, August 2021's business was up a factor of 43.6 percent compared to August 2020. For a more accurate comparison, August 2021's business was 2.8 percent higher compared to August 2019. When considering the 6% lodging tax collections, August 2021's business was up a factor of 43.5 percent compared to August 2020 and 2.7 percent higher compared to August 2019. Grand Junction's hotel occupancy for August 2021 was 71.8 percent, 13.2 percent lower than July 2021's occupancy, but 13.6 percent higher than the U.S. occupancy rate of 63.2%. The \$110.15 ADR for August 2021 was the highest recorded for the month of August in Grand Junction's lodging history.

A recap of the upcoming Visit GJ Advisory Board of Director vacancies, along with potential candidates, were discussed among the board members. Deadline to apply is October 31, 2021, and the candidates will be interviewed by the City Council interview panel on November 30, 2021. A draft letter from the Visit GJ Board Chair to the City Council interview panel recommending the skill sets and attributes of potential candidates was reviewed. No edits were suggested by the board members, and they further agreed the letter was fine to submit to the interview panel.

Elizabeth shared updates on the upcoming Outside TV episodes and recapped the distribution, deliverables, and estimated impressions for all episodes. Two of Visit GJ's 15-second commercials that will air during the first episode was shown to the Board.

The meeting concluded at 5:00 p.m.