

Visit Grand Junction
Advisory Board of Directors Meeting
August 10, 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: Joe Burtard, Julie Shafer, Paula Skrzypczak

Absent: Paul Petersen, Josh Niernberg, Kelsey Coleman, Angel Bautista.

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

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 3:07 p.m.

Due to the lack of a quorum, the minutes from the July 13, 2021 meeting, were not presented for approval, and will be considered for approval at the September 14, 2021, board meeting.

Destination Travel Network Presentation

Lia Wik, Director of Sales, and Tyler Bailey, Director, from Destination Travel Network (DTN), presented DTN's digital marketing solutions designed for tourism-related businesses who are seeking resources to keep up with an ever-changing marketing and technological landscape. DTN works with tourism businesses and destination marketing organizations exclusively. Services and packages include, but not limited to, a custom website, reputation management, data reporting, and having access to an expert account manager who works with the business individually by providing a customized marketing strategy based on the priorities and guidance of the business. Other marketing solutions are available.

Elizabeth Fogarty reminded the Board that the Expand the Tent marketing services program only allows lodging properties to participate and receive the same services that tourism-related businesses within the Grand Junction city limits receive. Businesses within Mesa County are not able to participate in this program as it stands. The services DTN provides would allow all tourism-related businesses, such as restaurants, retail, lodging, and activities outside the Grand Junction city limits, to participate in a pay-to-play program and become a marketing partner with Visit Grand Junction. Feedback from the board members was positive and they encouraged Elizabeth to continue moving forward.

The most recent Resolution, No. 41-16, authorizing Visit GJ to enter into contracts for its marketing services to lodging properties outside the city limits, will need to be revised to include details of the new program as recommended by the Visit GJ advisory board and staff, and presented to City Council for approval. The City Attorney will advise and assist Visit GJ with the revisions of the resolution. Additional information will be shared at a future board meeting.

Community Updates

Nathan Souder, Superintendent of the Colorado National Monument (CNM), provided updates on CNM's programs, activities, 2019 and 2020 visitor statistics, and the economic impact of the CNM to the area. CNM experienced a 15.4% increase in recreational visits in 2020 over 2019. New projects include upgrading to the Saddlehorn Amphitheater, a new film produced by Colorado Mesa University students, and a new brochure for park visitors. The Tour of the Moon bicycle ride and the Rim Rock Marathon will be returning in the fall of 2021.

Elizabeth asked Nathan 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 Visit GJ can 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, June 2021's business was up a factor of 152.7 percent compared to June 2020. For a more accurate comparison, June 2021's business was 15.2 percent higher compared to June 2019. When considering the 6% lodging tax collections, June 2021's business was also up 152.7% percent compared to June 2020 and 15.2 percent higher compared to June 2019. Grand Junction's hotel occupancy for June was 84.3 percent, 6.6 percent higher than May 2021's occupancy and 27.5 percent higher than the U.S. occupancy rate of 66.1%. The \$116.53 ADR for June 2021 was the highest ever recorded for any month in Grand Junction's lodging history.

Due to the recent and unexpected I-70 closure in Glenwood Canyon, Visit Grand Junction is partnering with Visit Glenwood Springs on a "neighbor" campaign to encourage visitation between the two areas, focused primarily on each other's residents.

The Colorado Governor's Tourism Conference will be held on November 3 – 5, 2021, in Pueblo, CO. For the third year, Visit Grand Junction is extending scholarships to community members and stakeholders interested in attending. The scholarship covers the conference registration and hotel room expense. Elizabeth mentioned that Visit GJ would also cover the conference registration and hotel room expense for any Visit GJ advisory board member who would like to attend with the Grand Junction delegation.

Timothy Wolfe was named the new Director of the Colorado Tourism Office effective August 23, 2021. Tim is a hospitality veteran with a 25-year tourism industry career that includes Colorado experience, most recently as the Complex General Manager of the 241-room iconic Brown Palace and the adjacent 231-room Holiday Inn Express Denver Downtown. Tim is also a former Colorado Tourism Board chairman and a former board member for the Colorado Hotel and Lodging Association.

The Colorado Tourism Office Marketing Committee recently shifted to a much smaller committee to assist the state in its marketing initiatives through 2022. Elizabeth Fogarty was chosen to remain on the committee along with a representative from Visit Denver, Visit Breckenridge, and Alterra Mountain Company out of Denver.

Elizabeth shared updates from various community meetings and events that she attended since the last board meeting.

The meeting concluded at 5:45 p.m.