

Visit Grand Junction  
Advisory Board of Directors Meeting  
December 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:** Joe Burtard, Julie Shafer, Paul Petersen, Josh Niernberg, Kelsey Coleman

**Absent:** Paula Skrzypczak, Angel Bautista, Mikhail Blosser

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

**City of Grand Junction Staff Present:** Greg Caton, City Manager; Elizabeth Fogarty, Director; Mason Barrows, Visitor Center Manager and Content Coordinator; Matthew Hart, Intern; Kim Machado, Administrative Specialist

The meeting was called to order at 3:06 p.m. by Board Chair, Tammy Anderson.

Tammy Anderson, and the Board, thanked Josh Niernberg and Julie Shafer for their service and dedication to the Visit Grand Junction Advisory Board. Each have served two terms on the board, and their terms expire on December 31, 2021.

Minutes from the November 9, 2021, meeting: Paul Petersen motioned to approve the minutes as written; Julie Shafer seconded. Motion passed.

**Community updates and Q&A**

Bill Edwards, District Ranger for the U.S. Forest Service – Grand Valley Ranger District, provided an update on a variety of topics including the increase in recreational activities and camping on local forest lands this year. Recreation on the Grand Mesa National Forest (GMNF) is up 30% this year above historical averages. During the pandemic in 2020, recreation use was up 70% above historical averages, showing that visitation is balancing out. Bill also shared updates on infrastructure projects on the GMNF including upgrades to campgrounds, picnic, and restroom facilities, reservoirs, trail grooming, and controlled burns.

Elizabeth Fogarty thanked Bill for sharing the updates with the Visit GJ Board.

**2021 Colorado Governor's Tourism Conference Recap and Attendee Comments**

Elizabeth Fogarty gave a brief overview of the 2021 Governor's Conference on Tourism (GovCon) held in Pueblo, CO on November 3 – 5, 2021. Visit Grand Junction sponsored 11 attendees, which consisted of 4 stakeholders, 3 board members, and 4 staff members. Visit GJ covered the cost of conference registration and lodging for all attendees.

The following attendees provided their insights, learnings, and application from the sessions they attended: Leslie Wilson, Sales and Marketing Manager from the Grand Junction Convention Center; Brenda Greene, owner of Castle Creek Manor; Joe Burtard, Visit Grand Junction Advisory Board Member and owner of JR's Carriage Service; and Visit GJ staff members Matthew Hart, Mason Barrows, and Kim Machado. Topics included recovery strategies, managing crisis, destination management, inclusion and diversity, and data-based travel and marketing trends.

Leslie Wilson, Brenda Greene, and Joe Burtard thanked Visit Grand Junction for sponsoring their attendance.

**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), October 2021's business was a factor of 26.7% higher compared to October 2020 (adjusted for late and missing payments). For a more accurate comparison, October 2021's business was 25.3% higher than October 2019's business (pre-pandemic). Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for October 2021 was 71.0%, ADR was \$106.44, and RevPAR was \$75.61.

Elizabeth updated the Board on Visit Grand Junction’s recent PR coverage, highlighting tourism businesses in the Grand Junction area as follows: Forbes, Fox News, Men’s Journal, Fodor’s Travel, The Denver Post, Marriott Bonvoy Traveler, Decanter, 5280 Magazine, and AAA Colorado.

**Destination Travel Network and Visit Grand Junction Membership Program**

Elizabeth briefly recapped the discussion on Visit GJ’s new membership program from the November 9, 2021, board meeting, including Lia Wik and Tyler Bailey’s update of the workshops and meetings they arranged with area tourism-related businesses in the Grand Junction area. As requested by the Board, Elizabeth shared an outline of the services members of the new Visit Grand Junction membership program will receive, as noted in the chart below, and explained each service in detail. The location of the business license will determine whether the business member resides inside or outside city limits. After a brief discussion, the following motion was presented by Julie Shafer and seconded by Josh Niernberg:

“I make a motion to approve the membership services as outlined in the Visit Grand Junction membership program chart, with the ability for staff to make adjustments to the services as they see fit.”

The motion was approved unanimously.

Next steps include a technical review of the new membership program by the City Attorney, followed by a draft resolution for the Visit GJ board to review and approve.

**Visit Grand Junction Membership / Partnership Program Benefits**

*\*Tourism-related businesses include lodging, restaurants, attractions, activities, and craft beverages & products.*

<b>Membership Benefit</b>	<b>Tourism-related Businesses Inside City Limits</b> <b>\$0 Membership Fee - Automatic Membership</b>	<b>Tourism-related Businesses Outside City Limits</b> <b>\$350 Annual Membership Fee</b>	<b>Tourism-related Businesses Outside City Limits</b> <b>No Membership</b>
<b>Grand Junction Visitor Center:</b> Business rack card / brochure displayed.	YES Must display Official Grand Junction Visitor Guide at the business. If desired, a brochure rack will be provided at no cost.	YES Must display Official Grand Junction Visitor Guide at the business. A brochure rack will be provided at no cost.	Benefit not available
<b>Grand Junction Official Visitor Guide:</b> Basic category listing in Directory (name, address, phone).	YES	YES	Benefit not available
<b>Visit Grand Junction Website:</b> Business listing (name, address, phone - no links). Similar to a white page listing.	YES	YES	Benefit not available
<b>Visit Grand Junction Website:</b> Featured listing (name, address, phone, description, images, amenities, map, offers, and links). *Featured listing managed by Destination Travel Network and is a play to play program.	YES Must include Visit Grand Junction logo with hyperlink on an agreed upon page on the stakeholder website. Likely will be under "Things to Do" or "Activities"	YES Must include Visit Grand Junction logo with hyperlink on an agreed upon page on the stakeholder website. Likely will be under "Things to Do" or "Activities"	Benefit not available
<b>Inclusion in Public Relations, blogs, special projects, and marketing co-ops.</b> Based on new services and unique offerings from businesses. Coverage is not guaranteed.	YES	YES	Benefit not available
<b>Destination Travel Network Digital Marketing Services</b> (Must be a member of the Visit GJ Partnership Program to access DTN services. These services are a pay to play program).	YES	YES	Benefit not available

*Visit Grand Junction reserves the right to mention businesses who may not be members. The priority is to share unique experiences in our marketing content that will attract visitation to the Grand Junction area. Our intention is to not compromise that.*

**Election of 2022 Officers**

Tammy Anderson reported that Joe Burtard and Kelsey Coleman had expressed interest in serving as the Board Chair for 2022. Joe, Kelsey, and Tammy had also expressed interest in serving as Vice Chair for 2022. An election by written ballot was held for the board members. By a majority vote, Joe Burtard was elected to serve as Board Chair and Kelsey Coleman was elected to serve as Vice Chair for 2022.

There being no further business, Paul Petersen motioned to adjourn; Julie Shafer seconded. Motion passed.

The meeting adjourned at 5:21 p.m.