

Visit Grand Junction
Advisory Board of Directors Meeting
February 8, 2022, 3 pm – 5 pm

The meeting was held at the Courtyard by Marriott, 765 Horizon Dr., Grand Junction, CO.

Presiding: Joe Burtard

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

Visit Grand Junction Board Members Absent: Mikhail Blosser

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 3:04 p.m. by Board Chair, Joe Burtard.

Minutes from the January 11, 2022, meeting: Kelsey Coleman motioned to approve the minutes as written; Tammy Anderson seconded. Motion passed.

Community Updates and Q&A

Diane Schwenke, President and CEO of the Grand Junction Area Chamber of Commerce, reviewed the Chamber's programs and activities during 2021, including business retention and expansion, legislation, webinars, and job creation. She also highlighted some of the results from the Chamber's recent survey to local businesses, which demonstrated concerns around workforce hiring challenges and economic development. The Chamber's plans for 2022 include workforce development, business advocacy, affordable housing, childcare, and furthering work with the Grand Junction Air Service Alliance.

Diane mentioned that the Chamber's annual banquet is scheduled for March 4, 2022, at Grand Junction Convention Center. The annual legislative trip to the Colorado State Capitol is scheduled for February 24 and February 25, 2022.

Elizabeth Fogarty thanked Diane for the partnership with Visit Grand Junction.

Visit Grand Junction Updates

Total lodging tax collections for December 2021's business were not available to report. Elizabeth shared December 2021's hotel metrics and year-end hotel metrics for 2021.

A draft resolution for the new Grand Junction Area Tourism Membership program was distributed to the board members for review. After a brief discussion, Paul Petersen made the following motion, and Pat Perrin-Nichols seconded.

"I move to authorize the Visit Grand Junction Chair to proceed with Director and City Attorney for finalization of Resolution including forwarding the same to City Council."

The motion was approved unanimously.

Other updates include:

- Elizabeth recently attended several group and one-on-one meetings which include the One Riverfront, CDOT – Byway Travelling Photo Exhibit, Dinosaur Diamond, Grand Junction Air Service Alliance, Greater Grand Junction Sports Commission, Visit GJ Ambassador Luncheon, Diane Schwenke from the Grand Junction Area Chamber of Commerce, Rock & Gem Mineral Club, Dr. Nathan Perry from Colorado Mesa University regarding the outdoor recreation economic impact study, rebrand interview with Miles Partnership and Destination Analysts, the Camaraderie Group from Grand Junction, and the Tourism Industry Association of Colorado (TIAC) executive meeting. Elizabeth has been nominated as Chair-Elect to the TIAC board with a vote at the upcoming TIAC Annual Meeting.
- Visit GJ is seeking out residents to participate in winter photo and video shoots. The videographer hired is based in Grand Junction.

- Visit GJ purchased two CTO eNewsletters, one targeting in-state subscribers and one targeting out-of-state subscribers to Colorado.com, both of which were shared with the board members, including reach volume.
- Destination Think included a quote from Visit Grand Junction in their January eNewsletter that is distributed worldwide. The quote is as follows, *“It’s wonderful to hear comments like this from a tourism board in the U.S.: “It’s incredible to see that our input from workshops nearly a year ago shine through in the final brand. [...] It’s rare to work with an agency that values resident input and lives those values at every step of the process.”*
- Visit GJ’s Snapshot of 2021 Projects, Accomplishments, Partnerships, Data, and Outreach was included in the December 2021 Stakeholder eNewsletter, and a printed version was distributed to the board members. Elizabeth shared a few of the major highlights.
- Data from Expedia Group Media Solutions was shared, including the data point where Grand Junction is the third most booked city and the fifth most searched city in Colorado.
- As a result of Visit GJ’s PR efforts, the Washington Post published an article titled “7 of the Most Vaccinated Places You Can Travel in the U.S.”, which also featured mountain biking at Lunch Loops in Grand Junction.
- Visit GJ’s ads, along with ads from Grand Junction area businesses who participated in Visit GJ’s ad co-op in the Colorado Official State Vacation Guide, were displayed. Elizabeth shared that Visit GJ pays 15 percent of ad costs for each Grand Junction area business who invests in an ad in the Colorado State Vacation Guide. This includes businesses in Palisade and Fruita. The Grand Junction section of the state guide includes 3 ½ pages of ad content which helps represent the entire area significantly. This is important, as the guide includes hundreds of destinations and businesses in Colorado.

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

The meeting adjourned at 5:11 p.m.