



Visit Grand Junction

ADVISORY BOARD OF DIRECTORS MEETING

Tuesday, April 12, 2022

3 P.M. – 5 P.M.

Hotel Maverick, 840 Kennedy Ave., Grand Junction, CO
Second Floor – The Classroom meeting room

AGENDA

1. Call to order
 - a. Approval of Minutes – March 8, 2022

2. Visit Grand Junction Updates
 - a. Lodging Tax Business Month Collections
 - b. Destination Travel Network and Grand Junction Area Tourism Membership Program
 - c. Community Meetings and Events
 - d. Public Relations Update
 - e. Other Marketing Updates

3. Community Updates and Q&A
 - a. Dr. Nathan Perry, Associate Professor of Economics, Colorado Mesa University - Outdoor Recreation Economic Impact Study Update and 2022 Economic Outlook

4. Adjourn