

Visit Grand Junction
Advisory Board of Directors Meeting
May 10, 2022, 3 pm – 5 pm

The meeting was held at the Hotel Maverick, 840 Kennedy Ave., Grand Junction, CO.

Presiding: Joe Burtard

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

Absent: Kelsey Coleman, Tammy Anderson, Mikhail Blosser

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 April 12, 2022, meeting: Paul Petersen motioned to approve the minutes as written; Brenda Greene seconded. Motion passed.

Community updates and Q&A

Jamie Hamilton, Tournament Chairman of the Junior College World Series (JUCO), provided an update on the 2022 Alpine Bank JUCO World Series tournament. Ticket sales are positive so far and include general admission, reserved bleacher seating, and reserved stadium seating. This year's tournament includes a Fan Zone sponsored by Dick's Sporting Goods and includes interactive games. The JUCO Banquet is back after a two-year absence due to the pandemic and will be held at the Grand Junction Convention Center on Friday, May 27, 2022. Eight individuals will be inducted into the JUCO Hall of Fame. There will not be a banquet speaker this year.

Jamie thanked the Visit GJ board and staff for their continued support of JUCO. Elizabeth Fogarty thanked Jamie for sharing the updates with the Visit GJ Board and complimented the committee for their outstanding work.

Visit Grand Junction Updates

Total lodging tax collections for March 2022's business were not available to report. Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for March 2022 was 63.9%, ADR was \$93.02, and RevPAR was \$59.44.

Elizabeth shared the latest information on open meetings, open records, conflicts of interest, and meeting effectiveness for existing Visit GJ board members, as the last review was over one year ago. City Attorney John Shaver recently shared this information at the new Visit GJ advisory board member orientation held in March 2022. She highlighted several points from the Colorado Open Meeting Law requirements and board meeting effectiveness. In addition, she emphasized certain areas of conflicts of interest and appearance of impropriety, such as using information shared in board meetings for business or personal gain and communication by a board member with the appearance that the member is speaking on behalf of the Board. Handouts of the information were distributed to the board members.

Other updates Elizabeth shared included:

- The Grand Junction City Council adopted Resolution 35-22 at the April 20, 2022, council meeting, which authorizes Visit GJ to offer the Grand Junction Area Tourism Membership Program to all tourism-based businesses within Mesa County. Next steps include several touchpoints with each tourism business including emailing tourism businesses within Mesa County, including Grand Junction, to introduce the new program. Shortly after, Visit GJ staff will contact stakeholders by phone to answer questions and obtain their decision regarding partnering with Visit GJ, allowing them access to the department's marketing opportunities.
- Community meetings and events that Elizabeth attended included the Grand Junction Economic Partnership's Western Colorado Economic Summit, JUCO Committee meetings, meeting with Greater Grand Junction Sports

Commission's executive director, City of Grand Junction Virtual Community Meeting, Mountains and Mesas Regional Tourism meeting, Grand Junction Area Chamber of Commerce Young Entrepreneurs Academy "Shark Tank", meeting with City of Delta Place Brand Manager, Grand Junction Regional Air Service Alliance meeting, City Council regular meetings, and CMU's Hospitality Management Advisory Board meeting. In addition, Elizabeth was a guest speaker for the CMU Hospitality Management class and CMU Outdoor Recreation Class.

- Recent media coverage of the Grand Junction area included articles in Travel + Leisure, Budget Travel, Cosmopolitan, Matador Network, AAALiving, AFAR Magazine, Green Matters, and Elevation Outdoors – all of which listed many of the Grand Junction area's attractions and tourism-related businesses.
- Visit GJ is partnering with the City of GJ's Parks and Recreation department to create signage for the renovated Lincoln Park stadium. Renderings of the signage were shown. The twelve-panel signage will be west-facing on 12th street. It will feature athletes from different sports represented at the stadium, images of the Grand Mesa and Colorado National Monument, and logos from the City of GJ, CMU, and area high schools. The athlete images are all locals from CMU and the community.
- The Colorado Department of Transportation (CDOT) has recently displayed the Colorado Byways traveling exhibit around Colorado and contacted Visit GJ to inquire if the exhibit can be displayed in Grand Junction. Elizabeth is reaching out to interested area facilities with adequate space where the exhibit may be displayed.

There being no further business, Pat Nichols-Perrin motioned to adjourn; Paul Petersen seconded. Motion passed.

The meeting adjourned at 4:55 p.m.