

Visit Grand Junction
Advisory Board of Directors Meeting
June 14, 2022, 3 pm – 5 pm

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

Presiding: Joe Burtard

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

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 May 10, 2022, meeting: Pat Nichols-Perrin motioned to approve the minutes as written; Paula Skrzypczak seconded. Motion passed.

Visit GJ Director, Elizabeth Fogarty, will be attending the U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) on August 6 – 9, 2022, which creates a conflict for the August 9, 2022, Visit GJ advisory board meeting. The board members unanimously agreed to cancel the August 9, 2022, meeting.

Community updates and Q&A

Julie Shafer, former Visit GJ Advisory Board Member, owner of The Shafer Team – Coldwell Banker Distinctive Properties and a Grand Junction Air Show board member, provided an update on the Grand Junction Air Show, and a recap of real estate in Mesa County. The Grand Junction Air Show is scheduled for October 14 – 15, 2023. The Blue Angels are scheduled to return, and the remaining lineup will be determined later this year. Tickets will go on sale in the first quarter of 2023. Elizabeth shared that the Grand Junction Air Show blog is the most popular blog on VisitGrandJunction.com. It describes the difference between the Thunderbirds and the Blue Angels. This is a commonly googled question, which results in Visit Grand Junction coming up in organic search as well.

Julie also shared the latest residential and commercial real estate trends and statistics in Mesa County. Demand for homes remains high and ongoing steady growth is expected for commercial real estate.

Julie commended the Visit GJ board and staff for their work. Elizabeth Fogarty thanked Julie for sharing the updates with the Visit GJ Board.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. Lodging tax collections for April 2022's business were not available at the time of this meeting. From the 4.25% lodging tax collections that Visit GJ received (short-term lodging tax rental was not available to include at the time of this report), March 2022's business was a factor of 28.5% higher compared to March 2021 (adjusted for late and missing payments). Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for April 2022 was 68.9%, ADR was \$102.49, and RevPAR was \$70.64.

Other updates Elizabeth shared include:

- Visit GJ staff has been working on the outreach phase of the Grand Junction Membership Program with tourism-related businesses outside of the Grand Junction city limits through eNewsletters, direct emails, and phone calls. Each business has been contacted a minimum of three times (via phone or email) to provide an opportunity for businesses to participate or not participate in the program.

- Community meetings and events that Elizabeth attended included Fire Station 6 Community Lunch & Learn Community Meeting, Grand Junction Area Chamber of Commerce Legislative Wrap-Up, Grand Junction Regional Air Service Alliance meeting, JUCO Committee meeting, Dinosaur Diamond meeting, Special Event Task Force meeting, City Council Workshop, new city employee orientation, city employee recognition event, and the Connect Grand Junction Events & Hotels event hosted by the Greater Grand Junction Sports Commission.
- Recent media coverage of the Grand Junction area included articles in Travel + Leisure, Matador Network, Go World Travel Magazine, Phoenix Magazine, and 9 News.com Denver – all of which listed many of the Grand Junction area’s attractions and tourism-related businesses.
- Visit Grand Junction partnered with Kiplinger’s Personal Finance Magazine for the “Seven Great Places to Retire” article, scheduled for July release. Visit GJ negotiated for Grand Junction to be featured on the back cover at a significantly reduced cost and provided images to be considered for the article.

Elizabeth Fortushniak provided an update on the Grand Valley River Fest event held on May 14, 2022. Elizabeth Fogarty mentioned that data collected from the Grand Valley River Fest event will be shared with the Board at the July 12, 2022, meeting. Joe Burtard provided an update on Wild West Classic 6 Horse Shoot Out event held on June 6, 2022.

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

The meeting adjourned at 5:01 p.m.