

Visit Grand Junction
Advisory Board of Directors Meeting
January 10, 2023, 3 pm – 5 pm

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

Presiding: Brenda Greene, Vice Chair

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

Absent: Tammy Anderson, Mikhail Blosser, Kelsey Coleman

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 3:00 p.m. by Board Vice Chair Brenda Greene.

Minutes from the December 13, 2022, meeting: Pat Nichols-Perrin motioned to approve the minutes as written; Paul Petersen seconded. Motion passed.

Official meeting notice designation for 2023: Pat Nichols-Perrin moved to approve the following motion, and Paula Skrzypczak seconded:

"I make a motion to designate VisitGrandJunction.com and GJCity.org as the official meeting notice locations of the Visit Grand Junction Advisory Board of Directors for 2023. In the event of a disruption in internet service, the Visitor Center entrance door at 740 Horizon Drive and the glassed-in exterior notice board at City Hall, 250 N. 5th St., are the designated posting locations."

The motion was approved unanimously.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. Lodging tax collections for November 2022's business were not available to report at the time of this meeting. Year-to-date lodging tax collections are 8.2% higher through October 2022's business compared to the same ten-month period in 2021.

Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for November 2022 was 53.2%, ADR was \$89.60, and RevPAR was \$47.68. Grand Junction's 66.8% year-to-date occupancy rate through November 2022 is 5.8% higher compared to the U.S. year-to-date occupancy rate of 63.1% and even with Colorado's year-to-date occupancy rate through November 2022 of 66.8%.

Other updates Elizabeth shared include:

- The Grand Junction City Council adopted Visit Grand Junction's 2023 budget along with the entire 2023 budget for the City of Grand Junction on December 7, 2022.
- The Tourism Industry Association of Colorado's (TIAC) annual meeting, followed by the annual legislative reception, is scheduled for Wednesday, January 25, 2023, at the Sheraton Denver Downtown hotel. Visit GJ will cover the registration cost, hotel stay for one night, and carpool rental for any Visit GJ advisory board member who would like to attend.
- Community Meetings and Events that Elizabeth recently attended include the Visit GJ Volunteer Ambassador luncheon, Colorado Tourism Office Care for Colorado Coalition virtual meeting, a meeting with Grand Junction Economic Partnership's Director of Marketing and Communications, Grand Junction Police Chief Orientation, Grand Junction Police Chief candidate interviews, and Visit GJ's website kick-off meeting with Simpleview.
- There was also coverage on The Weather Channel that included Grand Mesa and Powderhorn video that Visit GJ provided Colorado Tourism Office.

- Visit GJ contributed content relating to tourism in Grand Junction for the Colorado Business Economic Outlook 2023 report produced by the Leeds School of Business at the University of Colorado Boulder. Copies of the Grand Junction tourism section were distributed to the board members, and a link to the book was sent to them prior to the board meeting.

Community updates and Q&A

Greg Wolfgang, Grand Junction Field Manager for the Bureau of Land Management (BLM), introduced the new Area Manager for McInnis Canyons and Dominguez-Escalante National Conservation Areas, Amber Koski. Greg further provided updates on the BLM's activities, including a new campsite area along the Gunnison River in the Dominguez-Escalante National Conservation Area (NCA), e-bike designations and allowances on BLM trails, removal of abandoned RVs on BLM lands, recent land acquisitions, and trail and infrastructure upgrades in the north Fruita desert area. Camping reservations in Rabbit Valley and the NCA areas will transition to the recreation.gov website, where campsite reservations and payment can be made.

Elizabeth Fogarty thanked Greg and Amber for BLM's partnership with Visit Grand Junction and asked what Visit GJ could improve upon or assist the BLM with. She added that Visit GJ continues to spread people out by rotating different trails in marketing content, and also, the web-based app will incentivize people to take trails they are not aware of. Visit GJ also shares messaging with the public to encourage disbursement from more popular areas to lesser-known areas before they become problematic. Greg thanked Visit GJ for the partnership and expressed appreciation for the proactive relationship that exists between the two organizations.

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

The meeting adjourned at 5:13 p.m.