

Visit Grand Junction
Advisory Board of Directors Meeting
September 13, 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: Tammy Anderson, Paul Petersen, Paula Skrzypczak, Elizabeth Fortushniak, Brenda Greene, Pat Nichols-Perrin, Kelsey Coleman

Absent: Mikhail Blosser

City of Grand Junction Staff Present: Greg Caton, City Manager, Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist

The meeting was called to order at 3:00 p.m. by Board Chair, Joe Burtard.

Minutes from the July 12, 2022, meeting: Paul Petersen motioned to approve the minutes as written; Pat Nichols-Perrin seconded. Motion passed. The August 9, 2022, regular meeting of the Visit Grand Junction Advisory Board of Directors was cancelled, therefore, there were no minutes to approve for that meeting.

Community updates and Q&A

Angela Padalecki, Executive Director of the Grand Junction Regional Airport, provided an update on air service, capacity, passenger, and fare data, along with information from the airport's catchment study, capital improvement, and development plan, which includes runway and terminal improvements.

Elizabeth Fogarty thanked Angela for sharing the updates with the Visit GJ Board and encouraged her to reach out if there is anything else Visit GJ can assist with.

Grand Junction City Council Ballot Resolution

Elizabeth explained the City Council's conversation around affordable housing and the resolution passed to place two questions on the ballot for City of Grand Junction voters to consider in the November 8, 2022, election. One measure would increase Grand Junction's lodging tax from 6% to 7%, with the increase going toward funding affordable housing. The second measure would create an 8% short-term rental lodging tax, which would also be allocated to fund affordable housing. A discussion among the board members ensued.

Visit Grand Junction Updates

Elizabeth Fogarty provided an update on lodging tax collections. From the 4.25% lodging tax collections that Visit GJ received (short-term rental lodging tax revenue is collected quarterly), May 2022's business was a factor of 14.3% higher compared to May 2021's business (adjusted for late and missing payments). From the 4.25% lodging tax collections that Visit GJ received (short-term rental lodging tax revenue is collected quarterly), June 2022's business was flat compared to June 2022's business (adjusted for late and missing payments). Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for June 2022 was 79.2%, ADR was \$129.11, and RevPAR was \$102.23.

Other updates Elizabeth shared include:

- Board members were invited to attend the upcoming Colorado Governor's Tourism Conference with Visit GJ staff on September 21 – 23, 2022, in Snowmass, CO. Visit GJ will cover the registration and lodging for attending board members. Visit GJ also offers a scholarship to area stakeholders interested in attending. Visit GJ is a finalist for the Governor's Award for Outstanding Marketing Program, which recognizes a Colorado organization for a single-targeted promotion or full campaign featuring creativity and excellence in promoting statewide tourism.
- A recap of the upcoming seat vacancies on the Visit GJ Advisory Board. The application deadline is September 30, 2022, and the candidates will be interviewed by the City Council interview panel on November 22, 2022, at 5:00 p.m.,

at City Hall, in the Planning Conference Room. A draft letter from the Visit GJ Board Chair to the City Council interview panel recommending potential candidates' skill sets and attributes will be drafted and reviewed at the next meeting.

- Visit GJ has partnered with the Public Works Department to design new entryway signage into Grand Junction. The new signage incorporated Grand Junction's destination brand, and Elizabeth shared the sign renderings.

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

The meeting adjourned at 4:55 p.m.