

Visit Grand Junction  
Advisory Board of Directors Meeting  
October 11, 2022, 3 pm – 5 pm

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

**Presiding:** Kelsey Coleman

**Visit Grand Junction Board Members Present:** Tammy Anderson, Paul Petersen, Paula Skrzypczak, Elizabeth Fortushniak, and Pat Nichols-Perrin

**Absent:** Brenda Greene, Mikhail Blosser, Joe Burtard

**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 3:03 p.m. by Board Chair, Joe Burtard.

Minutes from the September 13, 2022, meeting: Paul Petersen motioned to approve the minutes as written; Tammy Anderson seconded. Motion passed.

**2022 Colorado Governor's Tourism Conference Recap and Attendee Comments**

Elizabeth Fogarty gave a brief overview of the 2022 Governor's Conference on Tourism (GovCon) held in Snowmass, CO on September 21 - 23, 2022. The Grand Junction delegation consisted of 11 attendees, including 2 Colorado Mesa University hospitality and management students, 2 Visit GJ advisory board members, 3 community stakeholders, and 4 Visit GJ staff members. Visit GJ covered the cost of conference registration and lodging for the sponsored attendees.

The following attendees provided their insights, learnings, and application from the sessions they attended: Jessica Burford, Executive Director of the Palisade Chamber of Commerce, Haley Van Camp, Design and Communications Manager of the Art Center of Western Colorado, Orionna Byrd and Maleah Brand, both students of the hospitality management program at CMU. Topics included managing crisis, workforce solutions, destination management, inclusion and diversity, and marketing trends.

Jessica, Orionna, Haley, and Maleah thanked Visit Grand Junction for sponsoring their attendance.

**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), July 2022's business was a factor of 10.2% below compared to July 2021 (adjusted for late and missing payments). Of the Grand Junction lodging properties that reported their metrics to STR, LLC., occupancy for August 2022 was 73.1%, ADR was \$114.94, and RevPAR was \$83.97.

Other updates Elizabeth shared include:

- Four applications for the 3 open Visit GJ Advisory Board seats were received by the City Clerk's office. Interviews will be held on November 22, 2022.
  - The City of Grand Junction Boards and Commissions Dinner will be held on December 5, 2022, at the Grand Junction Convention Center.
  - Community Meetings and Events that Elizabeth attended include the Colorado Scenic Byways Exhibit at the Art Center of Western Colorado, Destinations International Annual Conference, City of Grand Junction and Colorado Mesa university Leadership Luncheon, U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO), Outdoor Recreation Coalition interview, Community Budget Discussion, City Council Meeting for adoption of the Grand Junction Entryway Signage, Grand Junction Regional Air Service Alliance, meeting with Dos Rios developers, City Council Workshop presenting the 2023 budget, Grand Junction Economic Partnership meeting with new Executive Director and Marketing Manager.
- Conference recap videos were shared from the Destinations International Annual Conference and ESTO.

- Visit GJ's PR team attended the Travel Classics West, Taste of Colorado and met with top-tier travel editors and freelance writers to enhance awareness of Grand Junction. The exclusive annual event offers opportunities for writers and public relation firms to connect with the top travel editors in America from notable publications such as National Geographic Traveler, Travel + Leisure, Conde' Nast Traveler, and Afar. Visit GJ expects to land press stories from this event. Visit GJ provided welcome gifts for the journalists which included promotional material, a branded bag, and Enstrom chocolates.
- Recent media coverage included articles in Travel + Leisure, Forbes, The Wall Street Journal, AAA Magazine, Matador Network, Colorado Expression, ReadymadeTravelPlans.com, 5280 Magazine, Trip Savvy, MSN.com, Fodor's Travel, and The Denver Post.
- Grand Junction's tourism recovery insights for August 2022 were shared along with recent survey results from Visit GJ's live market research panel platform. Consumers in the U.S. who have previously visited Grand Junction were asked how they would describe their experience with local residents. The respondents indicated almost all positive attributes were demonstrated to them, ranging from happy, welcoming, helpful, accommodating, and kind.

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

The meeting adjourned at 4:54 p.m.